

# AMERICAN NURSERYMAN

## AMERICAN NURSERY TRADE BULLETIN

Chief Exponent of the American Nursery Trade

Vol. XLVII No. 4

FEBRUARY 15, 1928

Per Copy 20c



### BULLETIN NO. 2

Printed in Blue

#### Our February Messenger Is Rarin' To Go

and soon it will be looking you in the face. Treat it kindly, and it will eat out of your hand.

THE MESSAGE repeats practically as of January 18 - Bulletin No. 1 - except there are a number of vital price changes. Inasmuch as No. 2 cancels the first and all prior lists, it is important that buyers make opportunity to read it carefully, and keep up to date.

Gone are the halcyon days when one wholesale catalogue issued in January stayed good until the Ash-piles of May. Some fidgety guy who couldn't sit still, and reckoned to put something over on the field, started this advertising marathon. Now, we all have to fall in with the big parade, or lose caste—and cash.

OUR 1500 ACRES of home pasture are lush with the world's best grades of Nursery produce. Maybe sometime WE'll get bit by a bug; and have to beg you all to "excuse our dust." Come on!

SINCE 1854

**THE STORRS & HARRISON CO.**

*"Painesville Nurseries"*

**PAINESVILLE, Lake County, OHIO**



39 STATE ST.

ROCHESTER, N. Y.

**American Fruits Publishing Co.**

## ***SPRING 1928***

### **A Complete Line of Nursery Stock**

Fruit and Shade Trees  
Shrubs, Privet, Vines  
Roses and Perennials

#### **FRUITS IN CAR LOTS**

*Cherry—1 and 2 year*  
*Apple—2 and 3 year*  
*Plum—1 and 2 year*  
*Peach—1 year*

**C. M. HOBBS & SONS, Bridgeport, Ind.**

ESTABLISHED 1878

## **CHERRY TREES! CHERRY TREES!**

*The Best That Can Be Grown!*

SWEET AND SOUR ONE AND TWO YEAR  
CAR LOTS OR LESS

We also offer for Spring, 1928

A General Assortment of

Standard and Dwarf Apple  
Standard and Dwarf Pear,

Plum, Quince and Peach

TRUE TO NAME

*Write For Our Attractive Prices*

## **KELLY BROTHERS NURSERIES**

Dansville, N. Y.



### **New York State Grown FRUIT TREES**

*Specializing in Car Lots  
of*

#### **APPLE - PEAR - PEACH**

Special prices on  
BARTLETT PEAR, BALDWIN APPLE,  
ELBERTA PEACH

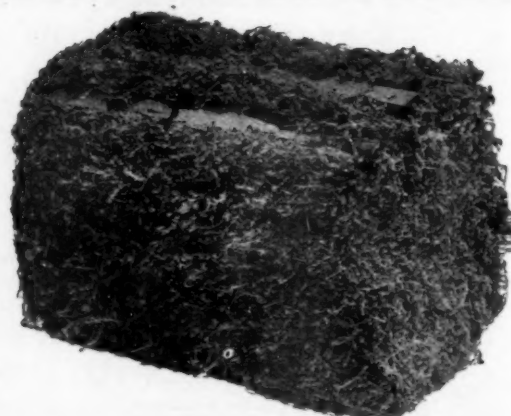
Also a Full Line of  
ORNAMENTAL TREES  
SHRUBS AND ROSES  
American Arbor Vitae  
Lombardy Poplars

**W. & T. SMITH CO.**

GENEVA, N. Y.

Organized in 1846

1,000 Acres in 1928



### **SPHAGNUM MOSS**

1 BALE (Burlapped)	.....at	\$3.00
10 BALES (Burlapped)	.....at	2.75
25 BALES (Burlapped)	.....at	2.50
50 BALES (Burlapped)	.....at	2.40

CARLOAD, About 150 Bales (Burlapped)	.....at	2.30
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CARLOAD (Not Burlapped)	.....at	2.10
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Good Clean Stock, Long Fibre. Much Superior to Western Gathered Moss

### **BAMBOO STAKES, Dyed Green**

Not Less Than 1000

24" per bale of 2000	..\$5.00	48" per bale of 2000	..\$10.00
36" per bale of 2000	..7.50	60" per bale of 2000	..12.50

**TREE LABELS, painted, copper wired**

3½ inch long x ¾ wide, per 1000, \$2.30

### **THE KERVAN COMPANY**

119 W. 28th St.

NEW YORK, N. Y.

## SHRUBS

We especially invite your request for prices on any of the following. The price in quantity will surprise you—and we guarantee the same heavy grade you have been accustomed to receive from us:

2,500	Acanthopanax pentaphyllum 2/3 and 3/4 feet	300,000	Ligustrum ovalifolium All grades
40,000	Berberis thunbergii (Heavy) All grades	2,000	Ligustrum ovalifolium variegatum 12/18 inch
1,000	Caragana arborea 2/3 and 3/4 feet	2,000	Philadelphus lemoinei 1 1/2 and 2/3 feet
3,000	Clethra alnifolia (Heavy) 12/18 and 18/24 inch	600	Potentilla fruticosa 12/18 and 18/24 inch
2,000	Cornus elegantissima 1 1/2 and 2/3 feet	3,000	Prunus (Pink or White Almond) All grades
	Plenty of Cornus sibirica and stolonifera (All grades).	3,000	Prunus pissardi All grades
	Cornus paniculata 2/3 and 3/4 feet	1,000	Prunus triloba All grades
1,400	Deutzia gracilis (Heavy) All grades	2,000	Rhus typhina incinata All grades
4,000	Deutzia P. of R. (Heavy) All grades	3,000	Sambucus scutellaria All grades
2,000	Deutzia Lemoinei (Heavy) All grades	3,000	Sambucus nigra aurea All grades
300	Euonymus alatus 2/3 feet	70,000	Spiraea (18 varieties) All grades
3,000	Forsythia intermedia 2/3 and 3/4 feet	4,000	Symphoricarpos racemosus 2/3 feet
3,000	Forsythia spectabilis 2/3 and 3/4 feet	3,000	Tamarix africana and odesana All grades
4,000	Forsythia suspensa 2/3 and 3/4 feet	2,000	Viburnum opulus 2/3 and 3/4 feet
5,000	Hydrangea A. G. All grades	1,000	Viburnum opulus sterile 2/3 feet
2,500	Hydrangea paniculata (Type) All grades	500	Viburnum carlesii 18/24 inch
12,000	Hydrangea P. G. All grades	2,000	Weigela amabilis All grades
4,000	Hypericum moserianum 2 and 3 year	1,200	Weigela candida 2/3 and 3/4 feet
1,000	Lespedeza (Desmodium) 2 year	4,000	Weigela Eva Rathke 12/18 and 18/24 inch
10,000	Ligustrum amurense 2/3 feet	500	Weigela Eva Rathke 3/4 feet
15,000	Ligustrum ibolium All grades	2,000	Weigela Henderson All grades
10,000	Ligustrum ibota All grades	2,000	Weigela rosea All grades
5,000	Ligustrum Regelianum All grades	5,000	Weigela variegata All grades

What other varieties of shrubs do you require? Let us figure on your needs in other hardy material.

Do you have our— LIST OF LINING OUT STOCK AND TRADE CATALOGUE?

600 Acres. Completely Modernly Equipped

*"Everything That is Good and Hardy"*

### COLE NURSERY COMPANY

46 Years at PAINESVILLE, OHIO

### Best Tree Digger on Earth



Write for Descriptive Circular and Prices

## Stark Brothers

NURSERIES AND ORCHARDS COMPANY

Louisiana,

Missouri

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are  
FRUIT TREES  
BUDDED ROSES  
HARDY SHRUBS  
HEDGE PLANTS  
and  
CONIFEROUS EVERGREENS

Complete Surplus List Ready January 2nd

Ask for Your Copy

The Huntsville Wholesale Nurseries, Inc.,

1872

HUNTSVILLE, ALABAMA

1928

American Beauty, F. J. Grootendorst,

Paris Scarlet Climber

Large Assortment Hybrid Teas and Climbers

OWN-ROOT ROSES—Our Specialty

WINTER HARVEST

Howard Rose Co.

HEMET, CALIFORNIA



LESS THAN FIVE CENTS A WEEK—

AMERICAN NURSERYMAN

Chief Exponent of the Nursery Trade

Issued 1st and 15th of each month. The National Journal of Commercial Horticulture. National and international circulation. Reaching every State in the Union. Mailing lists total upward of 5000 Nursery concerns. Subscription: \$2.50 per year; three years for \$6.00. Advertisements: \$2.80 per column-wide inch, covering insertion twice a month.

## Mr. Spring Planter

Check your short list and get our prices. You can save money by placing orders now for spring. Let us hear from you while our lines are still unbroken.

*Send for Trade List.*

**Onarga Nursery Co.**

ONARGA

ILLINOIS

## THE MONROE NURSERY

ESTABLISHED 1847

Carload lots of  
**APPLE PEACH CHERRY**  
**CATALPA BUNGEI LOMBARDY POPLAR**  
and a well balanced list of  
**PEAR**

A complete assortment of shrubs graded to please the most critical buyer.

**I. E. ILGENFRITZ' SONS CO.**  
Monroe, Michigan

Manufacturers of Ilgenfritz Planting Machines and Digging Plows

## Vincennes Nurseries

W. C. REED & SON

VINCENNES, IND.

A few leading items we have to offer.  
Please submit list of wants for prices.

SWEET CHERRY—One Year				PLUM ON PLUM (Myrobalan)			
	11/16	9/16	7/16		11/16	9/16	7/16
Lambert	400	800		Imp Gage	100	30	
Napoleon	50	250	400	Monarch	130	90	30
Schmidts	50	250	400	Moore's Arctic	150	50	50
Windsor	100	300	500	Reine Claude	100	20	
Bing		350	400	S. Pride	300	250	70
Tartarian	60	130	200	S. Damson		150	150
Gov. Wood		60	150	Birdshaw	700	200	50
<b>EA. RICHMOND—XX, 3 yr. 4000</b>				Fellenberg	800	600	150
Small one-year for Transplanting; ask for list of same 18-24 & 12-18 & 2-3 ft. (Cherry).				<b>APPLE—2 year buds</b>			
1500 Spirea Van Houtte, 3-4 ft.				Jonathan	450	300	110
1500 Japan Barberry, 18-24 ins.				Stayman's	400		
200 Bungei Catalpa				Duchess	375	50	100
Prices on Mail Order and Transplanting.				Grimes Golden	1100	300	100
Sizes of Cherry will interest you.				Grimes, 3 yr. XX	500		
Will send samples if wanted.				Rome Beauty	1000	150	180
				York Imp.	150	50	
				Yel Transparent	750	400	150

## J. H. Skinner & Co.

Topeka, Kansas

WE OFFER

Apple, Cherry, Peach, Pear and Plum Trees  
Apple Seedlings Pear Seedlings  
Spirea Van Houtti, all grades  
Privet, Amur River North  
8 to 3 ft., 4 or more canes  
Also lighter grades.  
Lilac, named varieties  
Paeonias  
Apple and Pear Grafts, Whole and Piece Root

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HARDY PERENNIAL PLANTS  
EXCLUSIVELY

*Write for Trade List.*

**THE WAYSIDE GARDENS COMPANY**  
MENTOR, OHIO

? ARE YOU  
? GETTING  
? YOUR SHARE OF  
? THE

IMPORTED GRANULATED  
**PEAT MOSS**  
Turf Mould



benefit to be derived from the use of IMPORTED GRANULATED PEAT MOSS?

Pots plunged in it in frames or benches keep evenly moist with never a sudden change in soil temperature—

Better than sand or ashes to stand potted plants on.

Cuttings root quicker in Peat Moss than in sand or soil and grow faster. They do not suffer from transplanting as the Peat Moss adheres to the roots, keeping them supplied with moisture, preventing wilting; thus reducing loss.

Newly sown seed beds covered lightly with Peat Moss—the Imported Granulated—thrive. It holds moisture, prevents formation of hard top crust and insures a quick, vigorous start and controls fungus outbreak.

Peat Moss is especially desirable for long distance shipping of trees and plants, being light in weight and having high preservative qualities. Packed dry and heavily compressed in burlapped bales containing at least eight bushels, at right price for the best quality.

Shipped promptly from New York, Boston, Pittsburgh, New Orleans, Chicago, Savannah, Galveston, St. Louis, Kansas City and the Pacific Coast—

Sample and literature on request.  
**ATKINS & DUBROW, Inc., 29 Burling Slip, NEW YORK N.Y.**



EVERBEARING

## STRAWBERRY PLANTS

We have the great Mastodon, Champion, and last but not least, 2,000,000 Progressive, Everbearing.

Progressive—1,000, \$5.00; 5,000, \$22.50; 10,000, \$40.00.

Better plants cannot be grown. We have a full stock of common varieties also.

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JUDSONIA, ARK.

## Bechtel's Flowering Crabs

Well grown trees with nice smooth bodies, well branched tops and ample root systems.

	Per 10	Per 100
5-6 feet	\$9.00	\$85.00
4-5 feet	8.00	70.00
3-4 feet	6.00	50.00
2-3 feet	3.50	30.00

Write for special prices on larger quantities.

We offer a complete assortment of fruit and ornamental stock. Our BULLETINS are issued at frequent intervals. Write us if you don't get them.

*"Specializing in Want Lists"*

**A. WILLIS & COMPANY**  
OTTAWA, KANSAS

# AMERICAN NURSERYMAN — February 15, 1928

**EDITORIAL DEPARTMENT**—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce photographs relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. All photographs will be returned promptly.

**Advertising**—Advertising forms close on the 25th of each month. If proofs are wanted, copy should be on hand one week earlier. Advertising rate is \$2.50 per column-width inch.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the carrier operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

**SUBSCRIPTIONS**—"AMERICAN NURSERYMAN," published semi-monthly, on 1st and 15th, will be sent to any address in the United States for \$2.50 a year; to Canada or abroad for \$3.00 a year. Single copy less of current volume, 25c; of previous volumes, 25c.

RALPH T. OLCOTT  
Editor, Manager

AMERICAN FRUITS PUBLISHING COMPANY INC.

39 State Street,  
Rochester, N. Y.

**WHAT THIS MAGAZINE STANDS FOR**—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Co-operation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

**INDEPENDENT AND FEARLESS**—"AMERICAN NURSERYMAN" makes no distinction in favor of any. It is untrammelled in its absolutely independent position and is the only Nursery Trade publication which is not owned by nurserymen.

This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and international in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

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## BURR'S Bulletin No. 4

Out early in February

*Boiling Over with the Things you Want*

WE OFFER

"SPECIFIED" QUALITY STOCK

YOU CAN TELL WHAT WE MEAN BY  
READING OUR BULLETINS—for instance

**BUSH ROSES**

2 yr. No. 1, 18-24 inches, 3 branches and up

FULL LINE OF STOCK—RIGHT PRICES

*Order Now!*

**C. R. Burr & Co., Inc.**

*General Nurserymen*

**MANCHESTER, CONN.**

*We Do Not Sell at Wholesale to Retail Buyers*

*Buy Now for Spring*

**WE ARE ONE  
OF THE LARGEST GROWERS  
IN THE UNITED STATES  
OF FRUIT TREES**

APPLE	PEAR	CHERRY
PEACH	QUINCE	PLUM

**Big stock of Cherry  
and the New Cortland**

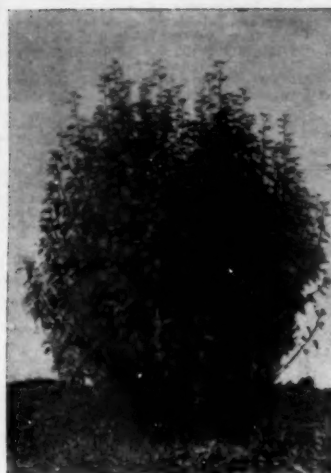
Wonderful assortment of  
**ROSES, SHRUBS, ORNAMENTALS  
AND SMALL FRUITS**

**Owing to our big volume of business,  
we can give you the best at low prices**

FOR WONDERFUL VALUES TRADE WITH

**Maloney Bros. Nursery Co., Inc.**

**DANVILLE, NEW YORK**



Alpine currant (Ribes Alpinum)

**ARE  
YOU  
SUPPLIED  
WITH  
ALPINE  
CURRANT?**

Alpine currant is one of the most satisfactory hedge plants now being propagated. It is hardy, a true drought register, and stands any amount of shearing.

We are offering splendid bushy transplants at low prices.

Send us your want list on all kinds of evergreens, ornamental and shade trees, shrubs, vines and fruit and forest trees.

**The Sherman Nursery Co.**

**CHARLES CITY, IOWA**



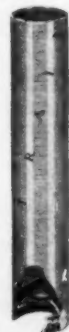
**When the Rains of  
Heaven Fail!**

**WATER—**  
constant - clear - copious  
**FOR GROUNDS AND BUILDINGS**



**The COOK Patent Brass Tube Well Strainer**

More than forty years of unrivaled service constitutes the record of this COOK Strainer.



"We have about 14 A. D. COOK brass screens in use of 6 and 8 inch size and various lengths. Some of them have been in position for approximately 30 years and are still yielding as much water as they ever did. We have had no trouble at all with the COOK screens."

Bulletin 30 F—COOK Patent Brass Tube Well Strainer.

**A COOK Installation Means Peace of Mind**

**A.D. COOK, Inc.**

**LAWRENCEBURG — INDIANA**

# AMERICAN NURSERYMAN

[Reg. U. S. Pat. Off.]

## The Chief Exponent of the American Nursery Trade National Journal of Commercial Horticulture

Entered September 6, 1916, at Rochester, N. Y. Post Office as second-class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES.—BYRON

Vol. XLVII

ROCHESTER, N. Y., FEBRUARY 15, 1928

No. 4

### LIVELY ANNUAL CONVENTION OF OHIO NURSERYMEN

The 21st annual meeting of the Ohio Nurserymen's Association was called to order by President Clarence Siebenthaler at 1:30 p. m., Feb. 7, in the ball room of the Neil House, Columbus. There were approximately 100 present and there was unusual interest exhibited throughout the entire meeting.

Following the report of the secretary, treasurer and various standing committees, Clarence Siebenthaler delivered the annual president's address. He stressed the strength of Ohio as a Nursery state, indicating also that Ohio Nurserymen comprise 10% of the entire membership in the national association. One of our greatest problems of today is to keep before the buying public the thoughts of how much more profit, pleasure, satisfaction and happiness they may receive for their dollar invested in flowers and trees than when invested in other commodities. The closing thought was that American Horticulture has a promising future for those of us willing to apply ourselves.

Harry O'Brien of Columbus ably handled the subject of "Advertising and Selling Nursery Products." He is working on publicity with Mr. Hilborn of the national association and it was in connection with this work that Mr. O'Brien personally visited the editors of many of the publications which would prove of value in handling Nursery publicity. Most surprising was the great number of articles pertaining in some way to fruits, trees and flowers that had already been published during the last year and many that were at present on these editors' desks for publication in the near future. With the exception of but one instance they were anxious to use all the good material they could secure along this line and wanted suggestions and names of some new writers.

Mr. O'Brien indicated that the above was only one phase of Nursery publicity and among other things stated that:

1. The Nurserymen's association needs some publicity for itself.
2. It needs a slogan and a trademark and both should be used freely on all correspondence, catalogues, etc.
3. Suggests that the national association offer a medal each year for the Nurseryman who has made the greatest contribution to Horticulture. A movement of this kind will create a great deal of publicity.
4. Educate the people in needs and methods and ways of planting; and the greatest avenues for the distribution of this information are the trade papers, farm papers, all other magazines; the radio; and a good movie of the Nursery trade showing

many of the plants, how they are propagated, grown, etc.

"Advertising and Selling Nursery Products," by Dr. H. H. Maynard, Prof. of Marketing O. S. U. A brief outline of Dr. Maynard's address is as follows:

1. Many advertisements are poorly written. Get in touch with a good advertising agency. This will take care of our problems of technique.
2. Our catalogues ought to sell ideas of more beautiful homes. Should contain defi-



JAMES H. WEST, Perry, O.  
President Ohio Nurserymen's Association  
Portrait by Courtesy Painesville, O., Telegraph

nite designs and suggestions for solving customers' problems.

3. Good advertising means nothing unless followed by excellent service which includes sending only first class plants.

**Salesmanship**—If you meet your prospect personally make a careful study of his motive for planting Nursery stock. Several of these motives are 1. Pride in the Home. 2. Imitation. 3. Economy. 4. Health and Pleasure, derived from working in open air with these plants.

Know your merchandise. Be able to enlighten your prospect in all phases and encourage him to take proper kind of stock. Make definite suggestions.

"Wild Flowers of Ohio." These were shown in a remarkably fine series of beautifully colored slides by C. M. Shipman of Cleveland. Mr. Shipman is a great lover of the out-doors and has made wild flowers his hobby. It is surprising how few Nurserymen knew more than just the most common of the flowers shown.

Wednesday, Feb. 8, 9 a. m.

Prof. M. E. Bottomley, University of Cincinnati, opened the morning session with an

instructive treatise on the size, texture and form of plants in relation to their use in landscape planting.

Size comes first and most determines the composition of a planting. Plants should be in scale with the buildings in size and type of growth. Texture of the plant material should be in keeping with the architecture of the building. The plant is not used to add to, but to aid the building.

Neatness is required in proximity to any building and is very often aided by trimming.

Form is also a most important factor in composition.

Rounded types of plants prove most satisfactory around the horizontal types of houses.

For the pointed English types use some plants to repeat the points of the structure; but not too many or effect will be monotonous.

If building is too high for its width, use tall trees. If building is too flat for its surroundings use rounded forms, cover up the corners and plant vertical forms on face.

Balance the composition of a planting both in color and height of especially the background plants.

Nurserymen should have a good knowledge of landscape principles and design in meeting his clients.

A. S. Buskirk of the Independence Nurseries handled his subject "Designing and Planting As a Branch of the Nursery Industry" in a pleasing manner. He related his own experiences in building up their landscape department and indicated that they have grown with the idea of service and satisfaction to their client at just a fair profit. Mr. Buskirk stated that the landscape department enables them to reduce any surplus that they might have, and also makes them more independent of the variations of supply and demand. In conclusion he stated that many Nurseries are not so adapted that they could profitably use a landscape department, but that it has proven most satisfactory in their own location.

Prof. J. S. Shoemaker, associate horticulturist at the Ohio Experiment Station, read a paper on promising new varieties of fruit. His list of recommended varieties is as follows:

**Strawberries**—Howard No. 17 or Premier—Best early commercial variety at present. Cooper—Favorite for table use. Mastodon—Most desirable of the everbearers, but not a heavy yielder like the standard varieties.

**Raspberries**—Latham has proven the best red variety. Plum Farmer found best black cap to precede Cumberland.

**Grapes**—Caco (Red) is high quality, attractive and has made good impression at the Station. Portland and Ontario are recommended for home use but shell badly.

**Cherry**—Brassington—Variety of the Duke class, dark red and pleasant flavor, is recommended for limited plantings.

**Peaches**—Wilma—Tends to lengthen El-  
(Continued on Page 94)

## STUFF THAT MAKES MEN SUCCESSFUL IN BUSINESS

Service and Observance of Nature's Laws Coupled With Ability, Reliability, Endurance and Action Solve Every Problem

### H. N. TOLLES' STIRRING ADDRESS AT ILLINOIS NURSERY CONVENTION

The most important address of the recent convention of the Illinois Nurserymen's Association was that by H. N. Tolles, president of the Sheldon School, Chicago—on "Sales Management." Our own pleasure, profit and comment on this graphic presentation at the convention is exactly expressed in the following communication which was sent to Mr. Tolles, under date of Jan. 23 by one who listened to the address:

Dear Mr. Tolles: So clean-cut, so virile, so human was your talk, that every word of it was soaked up for business-building uses.

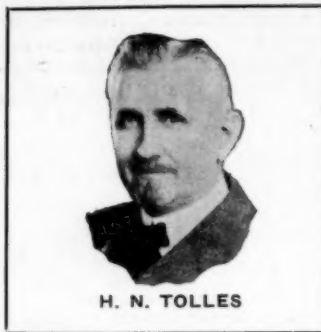
You drove home to me the Simon pure stuff that makes men more successful in business life. Every man there was intent on every word. So vivid and natural, so naked was the truth of the vital points that they became at once, without effort, a living part of me.

I was lifted up in spirit, in mind, in body, to a higher plane of usefulness in life's work, to a new vision of my own power of accomplishment. And this, I'm sure, was the experience of all who heard your talk.

By our interpretation of Sheldonism, we find out what is really meant by that over-worked word, Service. We see in it the cause of all success in business, and of all genuine satisfaction in life. We don't think of the word itself, but we catch a great vision of the quality of mind and heart—of

Ability, Reliability, Endurance and Action—that crystalizes within us the will and the way to greater accomplishments.

I wish I could adequately express the urge to effective action that came to me, and I am sure to all who heard your talk. It



H. N. TOLLES

was inspirational in the truest sense of the word. It was informational—the kind of constructive thought that instantly goes to work for the hearer.

You made us laugh heartily. We all had the time of our lives. That, however, was only incidental. The big value of your talk lay in the constructive suggestions that burned their way right into the heart of us for continuous use in building business as long as we live.

MR. HARRY NEWMAN TOLLES: Subject: "Selecting and Managing Salesmen." Mr. President and Gentlemen of the Convention: I certainly appreciate the honor of being invited to talk to you. All that I can say is that I hope we will all be friends after it is over. I appreciate the spirit that prompted some one to suggest that I should speak.

That suggests a story. A young man received from his aunt a case of preserved peaches. This is an "A. P." story, by the way. Everything is dated either "A. P." or "B. P.", you know—either "After Prohibition" or "Before Prohibition," and this is an "A. P." story. (Laughter). The peaches were preserved in the fluid that made prohibition necessary. In acknowledging the gift the young man said, "I certainly thank you for your kindness in sending me that case of preserved peaches. I don't like peaches—in fact, peaches make me sick—but I certainly do appreciate the spirit in which they were sent." (Laughter).

So I appreciate the spirit that prompted the invitation to come here to speak.

A Chicago merchant who was doing an international business gathered together in a convention his constituents from all over the world. At the banquet they called upon the men representing the various countries to respond to a toast. It came time for the Frenchman to speak. This Frenchman had never used the English language in public before, and was somewhat embarrassed. He stammered out a half dozen incoherent sentences and ended by saying, "Gentlemen, I will not cockroach upon your time any longer."

The Englishman, who had come over on the boat with him, and who was seated at his side at the table said, "That was a fine speech, my boy. I was proud of you. You made one mistake, though. Instead of saying you would not 'cockroach' upon their

time, you should have said you would not 'hencroach' upon their time."

The Frenchman said, "Where was the mistake? Oh, yes, I see—I should have said 'hencroach' instead of 'cockroach'."—It was just a matter of gender, was it not?" (Laughter).

I am not going to "cockroach" or "hencroach" or encroach any more of your time in an introductory way.

#### Five M's in Business

I am to discuss the question this afternoon of "Selecting and Managing Salesmen." That is a big subject, but I am going to deal with even a bigger subject than that. Your institution, each individual's business here represented, is really the salesman. The fellow who books the orders is a part of that sale. The men out in the field, the employees in the office, the fellows out in the shipping department and the financial department are just as much a part of the sale as the fellow who books the order. Therefore, it seems to me we never want to discuss this question of salesmanship unless we give consideration to all the fellows in the business organization.

In the average, ordinary industry, you really have five M's in business. You have raw Material, Machinery, Merchandise, Money and Men. In your business you have your raw material and your machinery and good old Mother Earth—those combined give you your merchandise. You sell your merchandise and you get your money, but what would your material, your machinery or your merchandise amount to if it were not for the human element in the business? We are commencing to recognize that the most important factor in any business is the human element.

Why build these cities glorious if the builder does not also grow? Why build the business unless we build the man power back of the business? I submit to you that

the man power element is the big element in your business.

I am one who believes that success in life is governed by law and not by luck. You show me the business, the institution, the individual, who climbs the ladder of success until he or it gets clear up to the top of the ladder, and then shouts for more ladder, so he or it can climb higher, and I will show you a man or an institution that has harmonized with nature's law. You show me an individual or a business that has stubbed its toe and failed, and I will show you where nature's laws have been violated.

There are three kinds of laws under which we operate. They are the laws of the city, the state, and the nation, and are called statutory laws. They are made by men and are, therefore, changeable. You can't show me anything man-made that isn't changeable.

There are the laws of custom; the law, for instance, that decrees a man's vest shall open in the front. When you had that suit made you didn't ask if the vest would be opened at the side or the front. You took it as a matter of fact. Mrs. Tolles tells me it isn't polite in good society to eat peas with a knife.

There may be a few married men who think the laws of custom don't change. If friend wife wants a new hat or gown, you say, "What is the matter with that one? It isn't worn out." To which she replies, "No, and it isn't going to be worn out any more." (Laughter).

The point I am making is that the laws of custom change. Man-made laws change but there is a classification of laws in which there is no change. They were from the beginning of time; they will remain until the end of time, and you and I have absolutely nothing to say about their change. We call them Nature's Laws. I am a bit old-fashioned—I like to call them God's Laws. I know they were provided some way, somehow, by somebody, and we call the one that provides "provider" or "providence."

The point I am getting at is that your life and the life of every employee on your payroll, the life of your salesman, the life of your business, is governed by law, nature's laws, and if we harmonize with those laws, conscious or unconsciously, we can't help but pay the penalty, and nature is no respecter of individuals.

You men who make your fortunes from the soil understand this principle better than most business men I have talked to because you know you have to do your growing in harmony with nature's laws.

#### The Science of Business

When you organize the fundamental laws and principles on any subject you get a science in that subject. The German physicians practiced the art of medicine long before there was any science of medicine, but out of the practice of that art grew the science. Art always precedes the science. Science is organized knowledge. Art is the doing. Blackstone gave to the legal world the science of law. He didn't make one of the laws. All he did was to organize those laws until in practi-

cally every state of the United States it is required that a man shall pass examination on Blackstone before he can be admitted to the bar.

I am here to submit to you this proposition as a fact, that business and salesmanship are governed by law and that there is a science, an organized knowledge back of it. It is the baby science, as a matter of fact. It is only twenty-seven years old. Salesmanship has been practiced, lo, these many centuries. The first sale recorded in Holy Writ is an interesting sale. The first salesman was a woman. Eve sold Adam on the idea of eating that apple—that is closely related to your business. (Laughter).

The point I am making is that all of the experience through the centuries past has come as an art and now we have reached the realm of science, organized knowledge, and in the limited time at our disposal today—I am sure you won't think I have attempted to cover even a part of the subject—I want to give you as much as I can out of the twenty-seven years of research work and an expenditure of a quarter of million dollars.

Let's see if we can't organize a basis for our science. Anybody's business can be illustrated by three concentric circles. The outer circle is business building. Behind that is the power to do two things. To make permanent and profitable patrons—that is what you are after in your business; that is the body of your institution; the life-blood of your institution is salesmanship.

What is salesmanship? Salesmanship may be defined or likened to a pod of P's. (peas). Salesmanship is the power to persuade people to purchase at a profit that which is for sale. It is the power to make the other fellow think the way you want him to think.

But it may be a different kind of power than you are thinking of. One morning in a suburb of Chicago five men walked into the Kenwood Bank and actually persuaded those bankers to turn over \$50,000 or \$60,000 to them. That was persuasion. But if you were a banker you would not care to have them come back every Monday morning and repeat that.

When I was employed by Mr. Wanamaker, he used to tell us a lot about the law of mutuality. No transaction is a good one unless it is mutual to both parties concerned in it. The acid test of a good sale, good power of persuasion, is—Do you give more than you take away? If you take away more than you leave you are a crook.

What is salesmanship? It is persuasion. It is nothing more than the meeting of minds on a given proposition, as we shall see later.

I had a class of insurance men in Philadelphia some twenty years ago about the third of the size of this group. I suggested to them that they could add a couple more P's to this definition and say that salesmanship is the power to Persuade Plenty of People to Pleasurably Purchase at a Profit. One of them said, "Why can't we have a definition applying to insurance and say, 'In insurance salesmanship is the Power to Persuade Plenty of People to Pleasurably Purchase Policies at a Profit?'"

When I was in Joplin talking to a crowd of dynamite men, they wanted the definition applied to their business and they said, "In the dynamite business salesmanship is the Power to Persuade Plenty of People to Pleasurably Purchase Powder at a Profit."

Out in San Francisco the California Fruit Canners Association honored me by listening to one of my talks and they evolved the longest definition I have yet heard. They said, "In the canning business, salesmanship is the Power to Persuade Plenty of People to Pleasurably Purchase Preserved Peaches, Plums, Pears, Prunes, Pineapples and Peanuts at a Profit."

#### Salesmanship Universal

The point is that salesmanship is a universal principle. Everybody is persuading somebody all the time. If two men are going down the street and one wants to go down one side and the other wants to go down the other side the one who is the better persuader gets the other to go the way he wants him to go. You can't conceive of two human beings coming together for an instant, but what one persuades the other in one way or another.

A sale will be made when you contact the very first prospect when you get back to your business. Either you will sell that fellow what you want him to have or he sells you that he doesn't want it. The sale is always made.

Take salesmanship from the practice of law and you have a defeated attorney; take salesmanship from the practice of medicine and you have a doctor without a patient. Matrimony is a sales game. I know. I am like the fellow who said, "I know honesty is the best policy because I have tried both ways." Gentlemen, it took me ten years to consummate that one transaction in matrimony. There was the element of persuasion, and I believe if I had known one-half of what I know about sales—and I don't pretend to know it all by any means—I believe I could have landed that prospect of mine in half the time. (Laughter). I will say this, if there is a bachelor in this room, he is a bachelor probably for the sole reason that he is bum salesman. (Laughter).

We are coming now to the heart of this proposition. The body of your business is business building; the life-blood of it is salesmanship. I might have the best body and the best of blood coursing through my veins; but the moment my heart stops beating, the body lies limp on the floor, and the minute the heart of your business stops beating the sheriff will tack his notice on your door. Therefore, we want to give a little attention to what it is that pumps the life-blood into the business. It is SERVICE.

We have service stations, service plants, service departments, service this and service that, and it seems to me if we aren't careful we will wear out that word service. What is Service? It will pay to get back to the root of the matter and see what it is. If you want heat, you build a fire; if you want more heat, you build more fire. Here is a fact in human nature that is just as true. The pay the employee gets is an effect; the profit you make in your business is an effect.

What is done? A service is rendered. A little service gives us a little pay, just like a little fire gives us a little heat. If we want more pay, what is the answer? There is only one—build the fire of service greater.

Here are three lines of the same length. The first is the pay or profit line; the second is the service line, and the third is the individual or firm that renders the service and gets the pay. On which line does the average fellow have his eye focused? You know the answer. He thinks, not of how much he can put into his pot, into the transaction, but of how much he can get out of

it. Did you ever hear an employee say, "I am doing all I am being paid for?"

The late Elbert Hubbard said, "The fellow who doesn't do any more than his pay calls for won't have any more pay to call for."

#### Did Not Want Double Pay

Let me ask you a question. A convention is just a school room, as a matter of fact. I am just trying to teach you a few principles. Let's be frank and honest. Let me see the hands of all those who would object to doubling the profit of their business next year. (No hands up).

I asked that question of a group of employees not so long ago, but I put the question in a different way. I was in Boston talking to a leather corporation. I said, "How many would object to receiving double pay in your envelope the next time you get paid?" To my surprise one fellow help up his hand and held it up firmly. I had to get back the best way I could.

Shortly after that I got a beautiful letter from the president of the corporation. There was one paragraph which I can never forget. He said, "The young man who raised his hand on the proposition that he would object to receiving double pay in his envelope the next time he was paid, wanted me to explain to you why he raised his hand. We have a system here whereby we never tell any man to his face that we are through with him. When a man leaves our service for any cause we give him a week's pay without doing any work for it. So you see, when he gets two pays in one envelope that is a signal to quit." (Laughter). So quite naturally this fellow said he would object.

We agree that we would like to make this "pay line" longer. That is a perfectly normal condition. How are we to make that longer? By making the "service line" longer, because we saw that if we want to make the profit greater we have to make the service greater. That brings us to the question, "How can we make this 'service line' longer, and thus make the pay line greater?"

Service has three sides to it. It should be an equilateral triangle. One side is the "quality" of the work done or the goods that you deliver. One side stands for the quantity of work done or the goods delivered. We have heard a lot about these two, but we haven't heard so much about this other side, and that is the mode of conduct, the spirit within, that expresses itself when the deed is done.

#### It's What You Think About

It isn't what a man says on the platform at a convention that really counts; it is what you take away with you and think about. If I can do any work effectively today you will take these things back to your employees and give your employees the same diagrams I am putting on the board.

Let me illustrate that mode of conduct. There are two faces identically the same. I can throw one line on each of those and make them as different as the north is from the south. (Mr. Tolles drew the mouth line on one face going upward into a smile; on the other he drew the mouth line drooping downward). This fellow's face is optimistic (pointing to the first). If I ever meet Mr. Webster I am going to tell him that word is wrong—it should be "up-optimistic." The lines of the other fellow's face are down. His voice and gestures will be down, too. Many a fellow carrying a face like that around in the Nursery business wonders why business isn't a success. The upward

inflection of the voice implies a desire to serve. The downward inflection is a command. The army officer always gives his commands with a downward inflection and his men have to obey. But the public doesn't like to be commanded; they like to be persuaded; they like to be served. There is nothing menial about service.

I would like to get this mode of conduct idea across by a little story. A boy in college was about to be thrown out of his boarding house because he owed for his board and room, and was broke. He had repeatedly written his parents for money and just as repeatedly they had paid no attention to his communications. On the day he got his final notice to pay or move, he sat down in desperation and prepared a night letter telegram, which was delivered the next morning at the breakfast table.

His father opened the telegram and read it to the mother: "Dear Parents: Why don't you send me some money? Board bill long past due; laundry bills accumulating. How can you expect me to make good in college? Send money quick please." (Mr. Tolles put a harsh tone in his voice while supposedly reading for the father, ending each sentence with a sharp downward inflection, making the telegram a command for money).

The old man said, "I am through with that boy! Not another dollar will he get from me. He has done nothing but ask for money; besides, he can't talk that way to me."

As he finished reading the telegram the mother picked it up and looked at it. That boy's whole life-time flashed across her mind. She thought how at one time that boy had resided under her heart. She thought of the night when she had to stay home from a party because he was ill and she had watched over him and nursed him through that night. She thought of the many sacrifices she had made for him and of the day when she took his little hand in hers and led him off to school. Many a night she had gone into that dark room and tucked him in and had given him that kiss that nobody but a mother knew about. She thought of the day she went down to the railroad station to see him off to college, and as the train pulled out and around the bend, she was the last to wave. He was going out into the world and she knew he was going to be a success.

And now he was crying out into the night for help and she wanted to help him. She picked up the telegram and said, "I don't read it that way at all." She read, "Dear Parents: Why don't you send me some money? Board bill long past due; laundry bills accumulating. How can you expect me to make good in college? Send money quick—please!" (Mr. Tolles read the telegram in a softly modulated tone, a tremble in his voice, ending each sentence with a pleading, upward inflection).

By the time she finished, the tears were running down the old man's face and he said, "Well, by golly! If he asks for it that way, he shall have it!" (Laughter).

#### Human Interest the Big Thing

I tell you, there is nothing the world needs so much as the milk of human kindness, the kindly consideration for the other fellow. I think as proprietors—and if I were talking to employees I would put employee first—we want to take a little more of this kindly human interest in our employees, interpret their desires and wishes and ambitions. You show me the employer who thinks in terms of what he can do for his

employees instead of how much he can get out of them, and I will show you an employer who has loyal employees.

The same thing is true with our customers. The mode of conduct, the spirit we put into every business transaction and every business relationship, in our homes, and in our associations, is more important. I have seen associations going along splendidly and all of a sudden they strike a rock because a group of men say, "We are going to run this thing," and they put the selfish idea into it. Incidentally, from the spirit I have seen displayed in this association, as evidenced from your discussions yesterday and today, I see an organization that can't help but succeed.

Here is one bookkeeper. The quality of his work is all right but he is shy on quantity. Is he good? No. Here is another where the quality is all right, but he makes mistakes in his entries. He is off on the quality of his work. Here is a third bookkeeper. The quantity and quality of his work are all right but he is a complainer and a trouble maker in the institution.

You show me a bookkeeper, a stenographer, a telephone operator, a man in the field, a shipping clerk, a salesman on the road, a proprietor of a business—I don't care who the man is—if the quality of his work is right and the quantity is right and his mode of conduct is right, he is entitled to wear the real Service emblem and somebody has said the "S" should have a couple of strokes through it, making it a dollar sign (\$). As we increase the service line, the pay line will increase itself.

You can't get any more water out of a bucket than there is water in it, nor any more water in the bucket than the bucket has the capacity to hold water. You can't get any more service from an employee than he first has the capacity to deliver.

There is something else. No employee ever delivered a greater amount of service, even though he had the capacity to deliver, than he is willing to deliver. There are many, many people in this world who are tiring themselves out holding themselves back for fear they will do too much. Lots of people are looking for more pay and a better job when if they would only look for more and better work, the pay would take care of itself.

The question then comes: How can we increase this "Individual line?" Before I speak of this, let me make a point which I should have made earlier in the talk, and that is this—the success of any institution is nothing more than the total of the successes of the units that make up the institution.

#### In Your Nursery Business

In your Nursery business, if every one from the humblest to the greatest, from the porter to the president, makes good in a big way, then your institution makes good, but the opposite of that is also true. If there is a failure anywhere along the line by any one, just that much is subtracted from the success of the entire institution and every one in it.

No man can stand up today and say, "I am independent", be he an employer or employee, and yet no one need feel he or she is dependent. We are all interdependent, related one to the other.

I like to illustrate that idea of co-operation with the hand. This can represent the business family or the family in the home. In the home, here are the father, mother and three children. In your business, here are the big boss, the foreman or the sec-

ondary boss, and here are your employees, except you have more of them. Here is your Association—the thumb represents Mr. Littleford, the first finger your Vice-President or the Chairman of your Board of Directors, and here are the members of your Association.

I want to wager you never have seen a fist fight with the hand open like this. A fist fight is with a closed-in fist. One of the functions of the thumb is to bind those fingers together. One of the functions of the head of an organization is to bind the organization together. You can clinch that fist as hard as you will, but you can't make those fingers feel the oppression of that thumb. I have seen business organizations sometimes that came down like this (illustrating with the fingers over the thumb) with the employees riding on the neck of the oldman, so to speak. The tighter you tighten the fist, the more the thumb squeals.

It is a question, first, of successful units in the business. Second, it is a question of team work, where everybody is pulling on the same rope at the same time in the same direction, and when they do this, I will show you where there is something doing.

Looking upon this as your institution, your aggregate, or upon yourself as an individual, or upon any one of your employees—how are you going to make this line greater, this pay or profit line?

No two people in this room look alike. Certainly no one looks like the speaker and I congratulate you for that.

#### Why Does Tolles Wear Whiskers?

You say, "Why does Tolles wear whiskers?" My prediction is that every smooth-shaven man in this room, inside of ten years, will be wearing whiskers. If things progress as they have been progressing in recent years, inside of ten years every one of us will be compelled to wear whiskers. It will finally be the only means of identification between the sexes. (Laughter).

No two of us look alike, yet we are alike in three respects. First, we are alike in body. The other day I held in that hand the hand of a man who with one turn of his hand pulled down a little more than a million dollars and that hand made that man the champion heavyweight fighter of the world. Right here in this hotel I held that hand in mine. Wasn't that wonderful? But the point is this: What was the difference between Gene Tunney and Tolles? We are about the same height. I am heavier but I could train down. I have the same number of bones in my body that he has. I have the same muscles corresponding to his. I have the same physical organism he has.

This is the point—the only way two men differ physically is in the degree of the development of their physical parts.

Second, we are as like in time. You have 1,440 minutes in your day and I have that number and every human being has the same number of minutes in his day. It is not the lack of time that keeps us from doing bigger things, but the lack of will power to organize and utilize time that keeps men from doing bigger things.

I know some men who spend their time like drunken sailors—they spread it out so thin it is like the frosting on some of the commercial cakes—so thin you can't see it at all. I know some fellows who are doing tremendous pieces of work in a phenomenally short space of time. It is not the time but the way we use it that counts.

We are alike in a third respect, and I like to call these "Talents". They are capacities, qualities and powers. Every human being

has a body, on that body he has a head, in that head he has a brain supposedly.

Physically we want to be men and women of endurance who can get in the game and stay in it as healthy animals. And lots of people fall down right there. Lots of people are digging their graves with their teeth. Lots of people are sitting on their livers and standing on their stomachs. Did you ever notice the way a baby breathes, from way down in the diaphragm, and fills up the lungs? When we get old and smart we breathe backwards.

The profit side of the ledger of your business goes down, we have found on actual tests, after three o'clock in the afternoon because we haven't the physical sustaining power. I have seen many a high-powered salesman eat at lunch time a great big meat dinner and then go out that very afternoon and tackle his most difficult sale. If you had the best race horse in the world and you were entering that horse for a Derby and wanted him to win that Derby, having all you had in the world at stake, would you say to the horse an hour before the race, "I want to be good to you. You have to win that race this afternoon. Here is a bin of oats. Fill up and eat all you can in an hour's time and then we will enter the race."

Do you suppose those opera stars before they go on the stage tonight will eat a great big heavy meat dinner? Do you suppose Gene Tunney and his forgotten opponent ate a heavy meal that day of the fight? Not on your life!

I am pleading for greater intelligence in taking care of the human element. Don't you think for one moment you can overwork an employee and get the best results. It can't be done, any more than you can overwork a horse and get good results.

There are nine things to do to keep ourselves physically fit. That is essential.

Then we must be men of ability, able men of head. In that head of yours you have the qualities of observation, memory, concentration, judgment, reason, and imagination. They are all qualities necessary for success.

#### Your Set of Tools

When you came into this world you were given a set of tools with which to work. I like to think of it as a tool box with three compartments. In one we do the planning, the thinking. This is the executive part of the body. That is our head. There we have such qualities as observation, the power to see; concentration, the power to hold our minds to a given task; memory, the storehouse of our minds; imagination, the architect's room—and every normal human being has a complete set of these qualities.

Now then, do we differ? Only in the degree of development again. One man can think a little better than the other fellow. We all have thinkers but one man uses his thinker better than the other and he out-thinks that other fellow.

In the second compartment is the warming room of the box or part of the mechanism. There are the heart qualities, the warmth and sympathy, and you have there such qualities as faith, courage, loyalty, honesty and enthusiasm.

Take the first two, faith and courage. The opposite of faith is doubt; the opposite of courage is fear. Doubt and fear have killed more successes than all the armies of the world have ever killed men. We doubt ourselves and doubt each other and doubt our employees, and they doubt each other, and doubt the customer and the customer doubts

—and yet, we wonder why our business doesn't go ahead. "According to their faith be it unto them." That is a business axiom.

The composite of these gives us reliability. Ability, Reliability, Endurance—head, heart and hand. You might have the head of Socrates, the reliability of Abraham Lincoln, and the endurance of Hercules and still might not amount to the snap of a finger.

A Quaker in Philadelphia said to his son, Nathan, one time, "It is not what thee eats that makes thee fat but what thee digests; it is not what thee reads that makes thee wise but what thee remembers." It is not the head, heart and hand, but what we do with what we are that counts, and we close up the gap by putting into action these other things. That is the dynamo room of this tool box of ours.

It is an interesting thing that that dynamo room has never been called upon to do more than it had the capacity to do. It is unlimited in its power to develop for you and for me. That electric light bulb is a wonderful illustration of that. That bulb is connected with a wire and the wire runs to a transformer and back to a station where

the power is generated. In this will power of ours we are connected the same way. While the bulb is in the socket we get light but we could take the bulb out of the socket. We could put in another connection and get heat out of the same wire. Put in another and we could get power out of the same wire.

It is the same with a human. From the will power station we turn on the current and get ability of the head, this ability to think, remember and imagine. This is the light. Then we switch it over and get the warmth, those qualities of the heart. That is the heat. Then we have the third, the energy, that we can switch it to—ability, reliability, endurance and action. The four spell "area".

A man's area is only a question of how far he has expanded sixty-two qualities. I have enumerated only a few of these. Here are three men, one a large fellow, one a small fellow, and the third a wee, wee bit of a pin-head. Think of the smallest and compare him with the greatest man you know. This fellow has a little ability; this

(Continued on Page 89)

## The Preferred Stock



One of our Newark Rose Blocks—1927  
Frau Karl Druschki in the foreground.

### ROSES, did you say?

Boy! Oh Boy! How they're selling right now! Perk and I are glad to see our last Summer's work appreciated—and that doesn't mean we've "laid off" any this fall and winter. We've got the grading done right and the stock stored in such a way that we can handle your orders "pronto" this Spring.

The Grade Count is shown in Bulletin No. 4. Our advice is to get a copy now and get your order in early. "Preferred Stock" Assortments are going to be broken early this season. DON'T BE CAUGHT!

Faithfully,

Jack

**Jackson & Perkins Company**  
Wholesale Only  
Newark, New York.

# AMERICAN NURSERYMAN

## American Nursery Trade Bulletin



### CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely Independent.

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Advertisements should reach this office by the 8th and 25th of the month previous to the date of publication.

If proof of advertisement is desired, time should be allowed for round trip transmission.

ROCHESTER, N. Y., FEBRUARY 15, 1928

#### FOUNDER OF AMERICAN NURSERY TRADE JOURNALISM

THE FIRST Nursery trade paper in America was established in 1896, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of Ralph T. Olcott, of Rochester, N. Y., who later founded the AMERICAN NURSERYMAN on broad and untrammelled lines.

"The dean of Nursery Trade Journalism."—John Watson.

#### IMPORTANCE OF THE TRADE PRESS

In a recent address to men connected with the press, President Coolidge said:

"Whatever has to do with the collection and transmission of information to the public is of the highest importance. It is gratifying to know that this great service to America is in the hands of men of ability and patriotism.

"There is a universal desire to serve the public in this capacity, not only interestingly, but candidly and helpfully. The fundamental institutions of our government scarcely ever fail to receive cordial support. The moral standards of society are strengthened and the intellectual vigor of the nation is increased and quickened by your constant efforts.

"The press is also an important factor in the commercial and industrial development of our country. It carries an amount of scientific information which stimulates both the production and consumption of all kinds of commodities.

"This service is always on the constructive side of affairs, encouraging men to think better, to do better and to live better. Reaching through it all, there is every assurance that today is better than yesterday, that tomorrow will be a better day than today and that faith is justified."

The "American Nurseryman" is highly indorsed individually and collectively by the American Association of Nurserymen and by more than a score of district and state trade associations in the United States and Canada.

## The Mirror of the Trade

### GAMBLING TOO MUCH

"Buy needs; don't burn surplus," says President A. S. Buskirk of the Independence, O., Nurseries.

"From our total sales for five years we find that our sales increase was about 20% per year, and it applied about the same to the different trees and shrubs.

"We only plant for our own needs with that increase of 20%. The shrubs and evergreens we propagate are worked the same way. This is the result, we have to buy some stock, but we have decided that it is better to buy \$1000 worth of stock than to burn \$2000; and we find that we are able to buy a few bags of hardwood ashes to take the place of the kind we used to have; they give better results. We feel better when we are spreading them.

"If your sales average 1000 Baldwins per year don't grow 2000. In one of our trade papers last spring, there was a want ad for 100,000 elm seedlings. If I were a betting man I would not be afraid to wager a bet that that firm did not know then, nor do they know now, where they could place one-half of that amount.

"Gentlemen, that is what is wrong with our business; we are gambling too much on the future."

That is one of the pointers based upon experience which Mr. Buskirk gives for the benefit of the trade. Will it be heeded?

Are the ripe conclusions of convention speakers given full consideration and applied practically? We are all learning daily. Some of us get big results from that learning; others get only a fraction of what they might and many plod along without seeing what others see as a source of direct benefit. The last named have to learn by costly experience.

### Arnold Arboretum Equipment

Contracts for a new and larger greenhouse and Nursery for the Arnold Arboretum have just been signed, and work will proceed at once, according to announcement by Prof. Oakes Ames, supervisor of the Arboretum and of the Harvard Botanical Museum, and chairman of the Council of Botanical Collections of the University. The land opposite the Jamaica Plain entrance, outside the Arboretum, on which the greenhouse now stands, has been sold. The new site is on the South Street side of the Arboretum, on the rising ground of the Bussey Institution, adjacent to the Bussey greenhouse range.

A new feature of the greenhouse will be a laboratory fully equipped for extensive research in plant pathology and genetics. The greenhouse will be about fifty feet long, and will have a number of pits for the growth of woody plants. The Nursery, a few feet away, will cover about three acres of land.

### FRUIT AND FLOWER CLUB OF WESTERN NEW YORK

L. H. Sweet, Rochester, N. Y., Secy.

At a dinner meeting of the Fruit and Flower Club of Western New York, Feb. 9 at the Hotel Osborn, Rochester, T. S. Knight of C. W. Stuart & Co., was elected president to succeed C. L. Boone, of Chase Brothers Co., Rochester. Mr. Knight will appoint a secretary for the club. The outgoing secretary is L. Haskell Sweet, of Chase Brothers Co. Fred T. Burke of the Furtell-Burke Co., Rochester, delivered an exceptionally fine talk in which he drove home some destructive and constructive ideas for Nurserymen. The next meeting will be held in May in Newark, N. Y.

### A PRESUMPTUOUS MEASURE

Carl Sjulín, Hamburg, Ia., Hamburg Nurseries, directs attention to a despatch from Washington, published widely, as follows:

An appropriation of \$50,000 was sought in a bill introduced by Senator Pine, Republican, Oklahoma, for propagation of shade, ornamental, fruit and shelter trees and shrubs and vines in Colorado, Nebraska, Kansas, Texas, Oklahoma and New Mexico. The bill provides propagation shall be conducted at one of the field stations of the Department of Agriculture in the area and shall be under the direction of the Secretary of Agriculture.

The newspapers are appropriately heading the article: "Fund To Beautify the Southwest." That is the province of the commercial Nurserymen who are taxed by the government while so doing. On the face of it, the bill should and doubtless will receive scant support in the U. S. Senate; for it is not even a forestry proposition. But the legislation committees of national and district Nursery trade associations should get after it.

### A POINTER FOR NURSERYMEN

J. A. Whitehurst, president of the Oklahoma Board of Agriculture, has directed attention to bulletin, "Best Varieties of Fruit for Oklahoma", and has told Nurserymen he would be glad to send any reasonable number they may want. In commenting on the subject he said: "My experience, and that based on an eighty-acre orchard of my own planted several years ago, is that 4% of the efficiency of this orchard is lost in the numerous varieties, especially on apples. It is impossible to load straight carload of any variety.

"I wonder if it would not be a good movement on the part of Nurserymen to standardize and reduce the number of varieties offered, stressing the fact that the specialization of three or four varieties would be much more profitable from a marketing and shipping standpoint."—Jim Parker, Tecumseh, Okla.

Proposal to establish a state Nursery as a first step toward reforestation was espoused and vigorously opposed in clashes during the reforestation commission's hearing in the Senate Chamber in St. Paul, Minn., Jan. 25.

Howard Hopkins of Cass Lake, acting supervisor of the Minnesota National forest, asserted in an address to the commission that a state Nursery operated at a central point and given to large scale production, is necessary if the state is to reforest in order to keep initial costs down to the lowest possible point.

Strenuous opposition to this plan was voiced by Nurserymen led by former Senator Thomas E. Cashman of Owatonna. They said that their business is entitled to the same consideration as other private industries, asserting that when the state proposes to erect a building it does not establish a lumber mill or a brick plant of its own.

Six thousand people are now engaged in the Nursery business in Minnesota, operating a total investment in Nurseries and machinery of more than \$10,000,000 he said. Nurserymen are willing to see the legislature set a maximum price for seedlings, but they are unwilling to see the state step into an activity which will compete with them.

Other Nurserymen who spoke included C. N. Rudlinger of Minneapolis, and E. M. Sherman of Charles City, Ia.

Lewis A. Walmsley Nursery & Landscape Co., Cleveland Park, Kan., has been succeeded by Heart of America Nursery & Landscape Co., Inc., with office in Kansas City, Mo., J. J. Lynn is president; Mr. Walmsley, vice-president; George M. Gaugh, sec'y-treas.

## Stuff That Makes for Success In Business

(Continued from Page 87)

fellow has a little reliability and more endurance; this one more of the same stuff. Here comes an opportunity. Is that an opportunity for this fellow or this one? It is only an opportunity for the man who has an area larger than the opportunity.

### Selecting Employees, Salesmen

I am coming to this question of selecting employees, selecting salesmen. You show me a salesman who has the ability, who knows the technical side of your business, who has the reliability so that he is dependable, who has physical endurance sufficient for that particular job, and has action, and I will show you a successful salesman or successful employee in any institution. You say, "Where are we going to get our salesmen?"

Take the fellow in the field, give him a good shave and shampoo, give him a good suit and collar and shirt—if he has ability, reliability, and endurance, you can make him a little larger gradually. It can't be done at once, but you can make him gradually a little larger and a little larger. We overlook our best people, sometimes, because we don't grow them. You grow trees, but you don't grow salesmen.

Why? Notice this. You and I are somewhere between zero and a hundred percent on every one of these sixty-two qualities. You know as well as I do when the chain breaks it is going to break in the weakest link and when the business breaks it breaks in the weakest link. You and I are known not by our achievements and great things we do, so much as we are known by our failures. Find out what that weakest quality or link is. Somebody once said, "If you are in trouble and want to find the fellow who is to blame, consult the looking-glass—nine times out of ten you will find him there." By our analysis of ourselves we find this quality that is weak and we can develop that weak quality and develop it, and the next and the next.

By doing that we are extending that man power line, aren't we? That is my answer. By increasing that man power line we are increasing the service-rendering power and the pay line will take care of itself.

How are we going to do it? If I develop the muscles of that arm by exercise and I feed the body on wholesome, nutritious food that will develop physical muscle, I can develop the mental muscles of tact or enthusiasm or memory, or in this will power, decision, initiative, dispatch, perseverance, punctuality—any one of these qualities that is weak—by feeding the mind on the kind of food that will develop that particular quality, exercise that mind in that particular quality, and it can't help but grow, just as the muscles of that arm by exercise and I strengthen.

Somebody has said, "Don't be ashamed to admit you are green for when a thing is green it is growing. It is only when it gets ripe that it begins to get rotten." So, what we want to do is to keep ourselves growing and there is no limit to the possibilities.

### Success Under Handicap

Now, friends, just one little story in conclusion—There came to the shores of this country a young man who was a hunchback. He was crippled so that he never stood straight and had to look up at other people. According to the laws of the land he was to be sent back, but somebody pleaded to let him in. He knew he had a poor miserable body and that nothing could be done with it. He knew he had a brain and mind

that were unimpaired. He knew he would have to fight his battle mentally instead of physically and so he set to it. He availed himself of every opportunity within his power to prepare himself.

He took all kinds of courses, became interested in mathematics. He became so skilled that a problem that would take a college professor a couple of hours to work

out on paper, he could work out almost instantly in his mind.

He became interested in electricity. When the General Electric Company wanted a man to do their thinking for them in Schenectady, they sent for Steinmetz, and the hunchback came and looked over the job and they said, "What salary?" He made a most unusual answer. He said, "I don't want a salary; I just want three things—I want my food, my clothes, and a comfortable place to sleep," and in all his life Steinmetz never drew a salary, and when he died a few years ago, he left nothing behind in the way of wealth, except a wealth of appreciation and ideas focused to performance. He wrote his name high—if not the highest, the second greatest electrical expert of the age. Every patent and improvement he took out in the name of humanity. The name of the General Electric Company was written in the contract by the government, but it was for the benefit of humanity.

Mrs. Tolles and I, with the two boys, went through Schenectady a short time after his death and there we learned that Steinmetz, the hunchback, had been elected Mayor of that great city by popular vote of the citizens. Fellows, that is the first physical hunchback I ever heard of who was elected mayor of the city. I have known of many mental hunchbacks who were elected mayors. (Laughter).

Here is my point—here you are this afternoon and here I am, without a handicap, with the language and all the traditions of the greatest country in the world back of us from the standpoint of opportunity, physical fitness, mental soundness, and my closing thought to you is—"What are you doing with your life?" Life is in your hands like putty—to be molded and shaped. You, Mr. Proprietor, are a teacher; it is your job to teach those employees and to encourage them. You are teaching them whether you will or not. They are getting their impressions of how to conduct a business from you, and I say, that before you can ever train salesmen, you, yourself, should know the principles and train yourself.

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Heavy Losses Follow Late Stratification of Plum and Cherry Seeds—By C. F. Swingle, Junior Pomologist, U. S. D. A.

Pleasant Fields of Personal Work With Plants; Craftsmanship vs. Standardization—By Dr. L. H. Bailey, Noted Horticulturist.

How to Make Salesman Out of Raw Material—By E. H. Smith, Vice-Pres. Harrison Nursery Co., York, Neb.

I have been trying this afternoon to give you a sort of mental bath, if you please, or a vision of bigger things. If I have succeeded in that, then the talk is successful; if I have failed in that, I have simply robbed you of your time by my inability to perform.

"If you think you are beaten, you are. If you think you dare not, you don't. If you would like to win, but you think you can't, it's almost a cinch you won't. Life's battles don't always go to the stronger or swiftest man, but sooner or later The man who wins is the man who thinks he can."

I thank you very much. (Applause).

### REPRINTS OF THIS ADDRESS

Will be supplied in quantity, if the demand warrants, for distribution to sales and office forces for study and reflection.

Nursery Trade Associations may procure them for distribution to members. For particulars apply to

AMERICAN NURSERYMAN, P. O. Box 124, Rochester, N. Y.

### Mr. Hilborn's Suggestion

MR. E. C. HILBORN (Valley City, North Dakota): A year ago there was an excellent talk on Salesmanship given before this convention, which the editor of the *American Nurseryman* had written up. Later our Secretary asked Mr. Olcott to have copies reprinted, which were distributed to financial advantage.

I am pleased to see Mr. Olcott has listened in on this wonderful address and I hope he will see fit to print this article and give the members the opportunity to purchase reprints at cost.

PRESIDENT LITTLEFORD: I am going to vary a little from the program. Mr. Glenn is not down on the program but he has some matters that are of interest to all the Nurserymen of the state and if he is in the room, I am going to ask him to talk at this time.

MR. YOUNG: I suggest that Mr. Tolles answer questions.

### As To Price Cutting

MR. RALPH T. OLCOTT (*American Nurseryman*, Rochester, New York): I am sure we have been highly entertained and greatly informed by this address. I think we could hear a good deal more if time permitted.

Some one has wondered as to some practical things which come out of this. Just to show the effect this address has in a practical way, the question has been asked, "Do you believe in price-cutting to get an order?"

MR. TOLLES: Salesmanship is the power to sell what you have at a profit. I say this about cutting prices—the fellow who cuts the price below the legitimate price he should get for his article admits that he isn't a good salesman or business man, or he wouldn't cut. It is an element of weakness every single time. I say, below the legitimate price that should be had for the article.

I think from that question, perhaps I should have stayed a little closer to the salesmanship theme. It occurred to me as I sat here yesterday and this morning, that if I diverted from that channel I might serve you a little better. I hope the Committee will forgive me for getting off the track a little.

### A Competitor's Salesman

A MEMBER: I would like to ask what Mr. Tolles' opinion is on hiring a competitor's salesman.

MR. TOLLES: I have answered that. I say the place to get your salesmen is to grow them.

Just as an illustration, I had charge of  
(Continued on Page 93)

### RHODE ISLAND NURSERYMEN'S ASSOCIATION

Daniel A. Clarke, Fiskeville, Secy.

Forty members attended the annual meeting of the Rhode Island Nurserymen's Association in Providence Feb. 1. Five were elected to membership. An address on Arnold Arboretum was followed by making a contribution of a collection of \$53 to the arboretum maintenance fund. Fertilization of evergreens and Nursery inspection methods were discussed by Forman T. McLane of Rhode Island State College and Harry Horowitz of the state department of agriculture respectively. The latter said there are 36 Nurseries in the state with a total of 250 acres, 460 of which are planted to Nursery stock. The volume of business being more than \$500,000 annually. Protest was made against dismissal by the State College of Dr. B. L. Hartwell, director of the experiment station.

Officers elected: President, E. Kempenaar, Newport; Vice-president, Charles M. Holland, Woonsocket; secretary, Daniel A. Clarke, Red Oak Nurseries, Fiskeville; treasurer, William Hollinsworth, Edgewood. Executive committee: Keeran J. Murphy and Oscar R. Adams, of East Providence, and Joseph Heller, of the Newport Nursery Co., Newport. Delegate to the A. A. N. convention in Denver, Col., V. A. Vanicek, Rhode Island Nurseries, Middletown.

#### Ornamental Stock Output

The suggestion is made in the Horticultural Trade Journal (England) that Nurserymen may increase their output by inducing builders to plant trees and shrubs around new houses as inducement to prospective purchasers of the houses. The following incident is cited:

"A builder well-known in a district where he has put up many new villas, suddenly found recently that his last dozen houses were not selling. The fact is the back gar-

dens of these houses adjoined gardens of other houses, so that each lot overlooked the other without trees of any sort to break the view. On the advice of a friend this builder spent a few pounds on half-standard and other fruit trees, and the effect was marked at once. The gardens looked like gardens instead of backyards. The trees will be beautiful when in blossom in spring, and interesting later in summer when in fruit. It is equally a good investment for a builder to spend a pound or two on foliage and flowering shrubs. An expert has said that five pounds' worth of fruit trees and shrubs spent on a house increases the selling value by £25, for an attractive garden is a great asset in the sale of a house."

The H. T. J. adds: "Some Nurserymen may say, 'Why put £20 per house into the pocket of the builder? Better to wait and deal direct with the purchaser; he will have £20 more to spend.'"

### LOUISVILLE RETAIL NURSERYMEN'S ASSOCIATION

Alvin Kidwell, Secretary

#### Nurserymen Plan Big Exhibit

A formal garden 112 by 22 feet in area will be set up in the National Flower Show by the Louisville Retail Nurserymen's Association at the Merchants and Manufacturers' Building at the Kentucky State Fair March 10 to 18, the organization announced this month at a dinner meeting at the Tyler Hotel.

Specimen plants, including rare ones, will be set up; a pool will be built; a pergola will add to the realism and garden furniture will be set out to make the exhibit the largest and one of the most attractive at the big show, the Nurserymen said.

Officers of the association are: President, Theodore Zollinger, landscape architect; vice-president, George Davies, superintendent of the Country Club and the Big Springs Club; secretary, Alvin Kidwell, Nurseryman.

ALVIN KIDWELL, Secy.

### EASTERN NURSERYMEN'S ASSOCIATION

F. H. Worsinger, Tacony, Pa., Secy.

Eighth annual meeting of the Eastern Nurserymen's Association will be held Feb. 16-17 at Hotel Stacy-Trent, Trenton, N. J. The opening feature will be a banquet to which members of the New Jersey and Pennsylvania associations are invited. The speaker will be Adolph Muller, DeKalb Nurseries, Norristown, Pa., whose subject is "A Trip to the Northwest," illustrated.

The business session will open at 3 o'clock Friday morning. The address by President P. M. Kcster, Bridgeton, N. J.; reports by Secretary Fred H. Worsinger, Jr., Tacony, Phila., Pa., and Treasurer A. F. Meehan, Dresher, Pa., and appointment of nominating and auditing committees will be followed by an address by Chairman C. L. Marlatt, of the Federal Horticultural Board, on the relation of the Japanese beetle quarantine to the Nursery business. William Flemer will present a message from the American Association of Nurserymen, a stock report will be made by the secretary and an address on arbitration will be made by Charles Bernheimer, chairman of the committee on arbitration of the New York Chamber of Commerce.

#### Seventy-Fifth Anniversary

Seventy-five years of steady progress based upon faithful service constitute the record of the well-known Nursery concern, Hoopes, Bro. & Thomas Co., the West Chester, Pa., Nurseries, with offices in the Stephen Girard Building, Philadelphia. A fitting observance is in preparation. The business was founded in 1853 by Josiah Hoopes, botanist and practical Nurseryman, whose "Book of Evergreens" published in 1868 is still a standard authority. The company's standing is without a peer in the trade.

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I am fully capable and experienced in practically every phase of the Nursery Business. I can help you with your problems. Large or small. Eliminate inefficiency before inefficiency eliminates you. All correspondence confidential. Address B-84, "American Nurseryman", Rochester, N. Y.

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A powerful Tractor for small farms, Gardeners, Florists, Nurseries, Fruit Growers and Poultrymen.  
**DOES 4 MEN'S WORK**

Walking and Riding Equipment.

Free Catalog. Does Belt Work.

STANDARD ENGINE COMPANY  
3242 Como Ave. Minneapolis, Minn.

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Perry, Ohio

[LAKE COUNTY]

I have in surplus for Fall, 1927, or Spring, 1928, the following items in well finished stock:

10,000 Berberis thunbergii  
50,000 California Privet  
10,000 Spirea Anthony Waterer  
10,000 Spirea froebellii  
20,000 Spirea Vanhouttei  
5,000 Pear, Standard  
20,000 Silver Maple

#### GRAPE VINES

(Our Specialty)

20,000 Agawam  
10,000 Catawba  
10,000 Brighton  
2,000 Diamond  
10,000 Delaware  
60,000 Concord  
20,000 Moore's Early  
30,000 Niagara  
5,000 Salem  
30,000 Worden

The above offered items represent our surplus which we are willing to move at prices which might interest you. This is all well-grown stock, graded to the highest standard and we guarantee condition of same on arrival. Send us your inquiries and we will tell you what we can do for you.

## PRIVET AND BERBERIS

SPLENDID STOCK

Write for Special Quotations.

LESTER C. LOVETT

Milford

Delaware

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\$2.50 Per Month Under Yearly Term Contract

58 Cents Per Week

Less Than Yearly: \$2.80 Per Month

## DIRECTORY OF NURSERY TRADE ASSOCIATIONS OF AMERICA

**American Association of Nurserymen**—Charles Sizemore, secy., Louisiana, Mo.; June 20-22, 1928. Denver, Colo.

**Alabama Nurserymen's Association**—Dr. F. T. Nye, Secy., Irvington.

**Arkansas Nurserymen's Ass'n.**—J. E. Britt, Secy., Bentonville.

**California Assn. of Nurserymen**—Mrs. H. W. King, Sec'y., 487 Chamber Commerce Bldg., Los Angeles, Cal.

**Connecticut Nurserymen's Association**—A. E. St. John, Sec'y., Manchester.

**Eastern Canada Nurserymen's Association**—Chas. K. Baillie, Secy., Box 158, Welland, Ontario.

**Eastern Nurserymen's Association**—Fred Worsinger, Sec'y., Tacony, Pa.

**Fruit and Flower Club of Western New York**—L. H. Sweet, Chase Nurs., Rochester, N. Y.

**Illinois Nurserymen's Association**—N. E. Averill, secy., Dundee, Ill.

**Iowa Nurserymen's Association**—Harold J. Parnham, secy., Capitol City Nurs., Des Moines. Nov. 1928, Cedar Rapids.

**Kansas Nurserymen's Association**—James N. Farley, Sec'y., Topeka.

**Kentucky Nurserymen's Association**—Alvin Kidwell, Sec'y., St. Matthews.

**Massachusetts Nurserymen's Association**—Winthrop H. Thurlow, secy., West Newbury.

**Michigan Association of Nurserymen**—C. A. Krill, secy., Kalamazoo.

**Minnesota Nurserymen's Association**—W. T. Cowperthwaite, Secy., 20 W. Fifth St., St. Paul.

**Missouri Nurserymen's Association**—George H. Johnston, secy., Kansas City Nurs., Kansas City, Mo.

**Nebraska Nurserymen's Association**—Ernst Herminghaus, Secy., Lincoln.

**New England Nurserymen's Association**—W. N. Craig, Sec'y., Weymouth, Ma. s.

**New Jersey Association of Nurserymen**—John Marseille, secy., Wyckoff, N. J.

**New York Nurserymen's Association**—Charles J. Maloy, secy., Rochester, N. Y.

**Northern Retail Nurserymen's Association**—C. H. Andrews, secy., Faribault, Minn.

**Ohio Nurserymen's Association**—Royce Pickett, secy., Clyde.

**Oklahoma Nurserymen's Association**—W. E. Rey, sec'y., Oklahoma City.

**Pacific Coast Association of Nurserymen**—C. A. Tonneson, secy., Burton, Wash. July 11-13, 1928, Olympic Hotel, Seattle, Wash.

**Pennsylvania Association of Nurserymen**—Floyd S. Platt, secy., Morrisville, Pa.

**Rocky Mountain Nurserymen's Assn.**—S. W. Marshall, Sec'y., 3045 W. 36th Ave., Denver, Colo.

**Rhode Island Nurserymen's Association**—Herman Dolbeck, Secy., Woonsocket.

**Rio Grande Valley Nurserymen's Assn.**—H. L. Bonnycastle, secy., Mercedes, Tex.

**South Dakota State Nurserymen's Association**—J. B. Taylor, sec'y., Ipawich.

**Southeastern Nurserymen's Ass'n.**—Otto Buseck, Sec'y., Asheville, N. C.

**Southern Alabama Nurserymen's Ass'n.**—W. H. Pollock, secy., Irvington.

**Southern Nurserymen's Association**—W. C. Daniels, Sec'y., Pomona, N. C., Sept. 19-20, 1928, Memphis, Tenn.

**South Texas Nurserymen's Ass'n.**—W. R. McDaniel, Sec'y., Alvin, Tex.

**Southwestern Nurserymen's Association**—Thomas B. Foster, Sec'y., Denton, Tex., Sept. 19-20, 1928, Memphis, Tenn.

**Tennessee Nurserymen's Association**—Prof. G. M. Bentley, secy., Knoxville, Tenn.

**Western Association of Nurserymen**—George W. Holsinger, secy., Rosedale, Kan.

**Western Canada Nurserymen's Association**—T. A. Torgeson, Sec'y., Estevan, Sask.

### BOXWOOD

**Young's Boxwood and Evergreens**

**FOR LINING OUT**

My service and stock will please you.

Write for Wholesale Trade List

**ROBERT C. YOUNG**

Wholesale Nurseryman

GREENSBORO

NORTH CAROLINA

### BOYD GROWN

**HARDY SHRUBS**

**AMUR RIVER NORTH PRIVET**

**CALIFORNIA PRIVET**

**FOREST & SHADE TREES**

**BARBERRY**

**COMPLETE LINE**

Lining Out and Larger Sizes

Send Your Want List for Quotations

Write for Trade List Let's Do Business

**Forest Nursery Co., Inc.**

MCMINNVILLE,

TENNESSEE

### The Westminster Nursery

**J. E. Stoner, Proprietor**

**WESTMINSTER, MARYLAND**

Offers in quantities California Privet 1 and 2 yr.; Rhubarb, 1 and 2 yr.; Asparagus, Washington varieties, 1 and 2 yr.; and a fine assortment of Shrubbery, Vines and light grade Evergreens, etc.

Send us your want list. Our prices will be attractive.

### Broadleaf and Coniferous EVERGREENS

English Laurel, Japanese Ligustrum, Gardenias, Aucuba Japonica, Biota, Retinosporus, Thuja.

Price list on request.

**Audubon Nursery**

H. VERZAAL, General Manager

Wilmington, N. C. P. O. Box 275

### SPIREA VANHOUTTE

2-3 ft., 3-4 ft., and 4-5 ft. in quantities.

**HYDRANGEA ARBORESCENS**

18-24 in. and 2-3 ft.

**HYDRANGEA PAN. GRAND.**

18-24 in. and 2-3 ft.

**BERBERIS THUNBERGI, CALIFORNIA PRIVET, and all other SHRUBS in a good assortment.**

**WISC. WEeping WILLOWS**

6-8 ft. and 8-10 ft.

**FRUIT TREES, GRAPE VINES, and SMALL FRUIT PLANTS**

**"WEST has the BEST"**

**T. B. WEST & SONS**

PERRY, OHIO

### Monticello Nursery Co. MONTICELLO, FLORIDA

Established in 1903

Owners of the \$5,000 Mahan Pecan Tree purchased at Kosciusko, Miss. Twice winners of the World-wide contest for the best quality pecan in the World. Only takes 33 nuts to the pound.

Over 300 acres in Nursery stock.

Wholesale growers of pecan trees, over 400,000 pecan trees of all standard varieties for market this fall. Also about 500,000 Owari Satsuma orange trees.

Get in touch with us for full prices.

F. A. MAHAN President and Manager



**MAKE NO MISTAKE**  
Use Perfection Markers  
Galvanized iron, black  
baked enamel glass  
front, card about 2x4  
inches; stake 28 in. long.  
Lasts ten times longer  
than wood, and more  
satisfactory.

Manufactured by  
**THE S-W SUPPLY CO.**  
Girard, Kansas.

### PIN OAK SEEDLINGS

I have Pin Oak Seedlings, for spring 1928, in 8 to 12 in. and 12 to 18 in. 18 to 24 in. all sold. Let me quote you.

**ARTHUR L. NORTON**

Nurseryman

Clarksville, Mo.

### OLD DOMINION NURSERIES

We offer for Fall, 1927:

Peach Trees; Amour River (North) and California Privet; Catalpa Bungei; Silver Maples; Lombardy Poplars; Evergreens; Azaleas; Crepe Myrtle. We also offer a good stock of Extra Well Rooted Evergreens from beds for lining out purposes.

**W. T. HOOD & CO.,** Richmond, Virginia

Send for our Wholesale lists.

### BOXWOOD

Large and Small Specimens

Hedging Suffruticosa and

Semperviren varieties

**H. ERNEST CONWELL, INC.**

MILTON, DELA.

Apples, Figs, Altheas, Butterfly Bush, California Privet, Crape Myrtle, Coral Berry, Deutzias, Forsythias, Loniceras, Philadelphia, Pussy Willows, Spirea, Weigelas, Climbing Roses, Carolina, Norway and Lombardy Poplars, Silver Maples and Tulip Trees.

Send us your want lists.

**JONES' NORFOLK NURSERIES**

Box 442,

Norfolk, Va.

### American Bulb Company

Importers and Growers of

Dutch Bulbs, Cannas, Tuberoses, Gladioli, Hardy Lilies, Manetti, Lily of Valley, Sphagnum Moss.

Send For Free Catalogue.

6 Murray St., New York City

182 N. Wabash Ave., Chicago, Ill.

### PRINCETON PRODUCTS

STANDARD OF EXCELLENCE

May we send you our new spring catalogue which will be ready in February?

**PRINCETON NURSERIES**

Wm. Flemer's Sons, Inc.

PRINCETON, NEW JERSEY

## CLOSING TIME:

FOR TRADE  
ADVERTISEMENTS

### AMERICAN NURSERYMAN—Semi-Monthly

1st of Month Issue

First Forms: - 23rd each month

Last Forms: - 25th each month

15th of Month Issue

First Forms: - 8th each month

Last Forms: - 10th each month

If proofs are wanted, copy should be in hand previous to above dates

**American Fruits Pub'g Co., P. O. Box 124, Rochester, N. Y.**

**AMERICAN NURSERYMAN**, Chief Exponent, twice a month \$2.50 per year. Three years, \$6. Canada, abroad, 50c extra per year.

## THIS PAGE PRESENTS

**American Nurseryman Directory of American Plant Propagators**

**Listing Nursery Concerns Which Specialize in Production of Young Stock Including That Which Has Heretofore Been Imported**

The American Plant Propagators' Association, Organized in 1919, Will Hold its Tenth Annual Meeting in Denver, Colo., June, 1928. E. M. Jenkins, Winona, Ohio, Secretary.

TWO-INCH BLOCKS ONLY ARE SOLD IN THIS DIRECTORY. EACH BLOCK \$5.00 PER MONTH UNDER YEARLY CONTRACT, INCLUDING PUBLICATION TWICE A MONTH, ON THE 1ST AND 15TH

### HILL'S EVERGREENS FOR LINING OUT

Complete assortment of Evergreens including Firs, Junipers, Spruces, Pines, Yews, Arbor Vitae, Cedrus, Taxus, Biotas. Your patronage is appreciated.

Write for Wholesale Trade List

#### D. Hill Nursery Company

Evergreen Specialists  
Largest Growers in America  
Box 402 Dundee, Ill.

### NAPERVILLE NURSERIES

Headquarters for  
**LINING OUT STOCK**

Large Assortment

**WELL GROWN—NONE BETTER**

See Our Lists Before Buying

NAPERVILLE DuPage County ILLINOIS

### NEW PRICE LIST

of  
HEMLOCK  
ARBOR VITAE  
NORWAY SPRUCE  
SCOTCH PINE  
BALSAM  
CANOE BIRCH  
SUGAR MAPLE  
and other Evergreens, Shade Trees, Shrubs, Ferns, and Perennials.

**GEORGE D. AIKEN**  
PUTNEY, VERMONT

### WE HAVE THEM You May Want Some

Norway, Sycamore and Silver Maples; Pin, Red, Mossy Cup, Catesbaei and Willow Oaks.

Butterfly Bush, Dogwoods, Deutzias, Forsythia, Spireas, etc.

Our Trade List is ready.

Get next to one.

#### Atlantic Nursery Co.

BERLIN, MARYLAND

### Grape Vines

2-year Strong Vines

**CONCORDS and MOORES EARLY**

for delivery Spring 1928.

Correspondence solicited.

#### Fairfield Nurseries

SALISBURY, MARYLAND, R.F.D. No. 3  
CHAS. M. PETERS, Proprietor

### Franklin Forestry Co.

Nurseries at

COLRAIN and SUDBURY, MASS.

**FOREST NURSERY STOCK  
CONTRACT FOREST PLANTING**

Send for our catalogue

89 State Street  
BOSTON, MASS.

### EVERGREENS MILLIONS OF THEM

Seedlings—Transplants—Cuttings  
Grown under glass

Also Apple Trees, Shade Trees, Hedgeplants, Shrubs, Vines, Peony.

Send for our latest Bulletin

#### Sherman Nursery Co.

The largest growers of Evergreens in the world  
Charles City, Iowa

### Scotch Grove Nursery Growers of EVERGREENS

For

#### Lining Out

GOOD ASSORTMENT  
STANDARD SORTS

Price List on Request—Established 1871

SCOTCH GROVE, IOWA

### EVERGREENS

SEEDLINGS and TRANSPLANTS

FOR LINING OUT

WRITE FOR OUR PRICE LIST

#### THE NORTH-EASTERN FORESTRY CO.

"WE GROW OUR OWN TREES."

CHESHIRE, CONNECTICUT

### Deciduous & Evergreen

#### LINING OUT STOCK

Seedlings & Transplants

#### HESS' NURSERIES

P. O. Box No. 52 Mountain View, N. J.

### Broad Leaf Evergreens RARE AND CHOICE CONIFERAE

AZALEAS (Evergreen and Deciduous.)

FLOWERING SHRUBS,  
VINES and CLIMBERS

We produce the greatest variety of Herbaceous Plants and Field Grown ROSES in America. Ask for our wholesale price lists.

#### Bobbink & Atkins

Rutherford, New Jersey

### Connecticut Valley Grown LINING OUT STOCK

Graft your Lilacs on Ibota Privet Seedlings

IBOTA PRIVET

6/12", 12/18" Grafting Size

CLEMATIS PANICULATA

(Lining Out Sizes)

1 yr. Sdls., 2 yr. Sdls., 1 yr. Transp'ts.  
Write for special quotations on above.

**C. E. WILSON & CO.**  
MANCHESTER, CONN.

### LINING OUT STOCK For Spring 1928

Largest and most complete stock in the country.

Drive in and see our stock. Would take pleasure in showing you over our grounds.

#### Onarga Nursery Co.

Cultra Bros., Mgrs., Onarga, Illinois

American Fruit Tree Seedlings that never miss. Only seedlings with sustained quality. Many large Nurserymen that have tried them, are adopting them. We offer for next winter's delivery:

Branched Root Apple Seedlings.  
Mazzard, Mahaleb, P. Calleryann.  
Pr. Myrobalan, Catalpa Speciosa,  
Ulmus Parvifolia, R. Multiflora Jap.

Large Stock Flowering Trees and Shrubs

#### VISTICA NURSERIES, Inc.

118 North Ophir St. Stockton, Calif.

### LINING OUT STOCK

Juniper	Azaleas
Hemlock	Birches
Taxus	Viburnums
Arbor Vitae	Cornus
Red Elder	Rhus

#### L. E. WILLIAMS NURSERY CO.

Exeter, N. H.

"Hardy New England Grown"

# American Nurseryman Directory of American Plant Propagators

Listing Nursery Concerns Which Specialize in Production of Young Stock,  
Including That Which Has Heretofore Been Imported

## ★ ROSES

Shrubs Cannas  
Lining-out Evergreens

Send for Trade-List

The CONARD-PYLE CO.  
ROBERT PYLE, Pres. West Grove, Pa.

"More than 25 years' experience"

## Norway Spruce

Northern grown—well rooted—good stock.

Quality	Height	Unusual values	100	1000
3 times transplanted	18 to 24 ins.		\$40.00	\$350.00
3 times transplanted	12 to 18 ins.		30.00	250.00
Twice transplanted	18 to 24 ins.		25.00	200.00
Twice transplanted	12 to 18 ins.		15.00	125.00
Twice transplanted	8 to 12 ins.		10.00	90.00
Once transplanted	12 to 18 ins.		9.00	75.00
Once transplanted	8 to 12 ins.		7.50	60.00
Seedlings	3 to 6 ins.		2.00	10.00

Prices f. o. b. Framingham, Mass.

Packing charged at cost.

ADDRESS BOX N-1

Little Tree Farms  
FRAMINGHAM CENTRE, MASSACHUSETTS

## LET US QUOTE YOU ON

Multiflora Jap. seedlings  
Berberis Thunbergii seedlings  
Ampelopsis veitchii seedlings and transplants  
Hydrangea p. g. 2 yrs. trans., very bushy  
Wisteria sin., 1 and 2 yrs. for grafting.  
Syringa vulgaris seedlings.

## ALL OUR OWN GROWING

We can save you real money whether you need large or small quantities.

BEDFORD HILLS NURSERIES  
BEDFORD HILLS, N. Y.

## Stuff That Makes for Success In Business

(Continued from Page 89)

training a sales organization in a business which was the largest of its kind in the world and they put it up to me to select five salesmen for them. I didn't keep track of the matter, but two years afterward the proprietor told a friend of mine at dinner one evening that every one of those five men had made good. That is a phenomenal record. I don't say it can be done every time, or could be done again. At the time I hired those men the company was skating on thin ice. These men were not competitor's salesmen. I took men who had been trained in the business. I took fellows I thought had earmarks of being the kind of representatives that this man should have, and I said to Mr. Murphy, "You have a large office staff here. I wouldn't for the world throw a young lady out of a position, but when one of these girls quits, why don't you put a young embryonic salesman on that job? Take a fellow you think has the earmarks of being a salesman; let him learn the intricacies of the business, the policies of the house, then send him out occasionally to adjust a difference of some kind, to investigate a complaint, or bring in an order. Try him out, have a talk with him, develop him gradually, be patient with him."

Murphy has done that, and he has one of the finest sales organizations that you could find anywhere today. He has retired and turned the business over to his employees to run.

I think you get the thought from that. The only way you could get a salesman who is working for one of your competitors is on the basis, as a rule, that you will pay him more money than the other fellow is paying him. When somebody else comes along and offers him more money, he will leave you and go to the other man for the same reason, just at a time, perhaps, when he has increased his worth to you. Your business should develop from within out, instead of from without in.

### As To Salary and Bonus

MR. A. E. NELSON (Glenview): What do you think of the idea of graduating the salary of a salesman according to his ability, or a salary and bonus?

MR. TOLLES: The time was when you could get a good man in almost any line of business on a commission basis, provided they could make enough sales to keep them going. I don't know so much about your business from that side, although I will say this, I am an enthusiast on the com-

sumer's side of your business. I don't know about the perpetual, year 'round business to keep the salesman going.

It seems to me a man should be employed on a fifty-fifty basis. By that I mean, whatever a man expects to earn he should be willing to sacrifice half of those earnings as a salesman on his own ability. If he needs \$50 or \$100 a week to live, then I would put him on a straight salary of \$25 or \$50 a week and give him the incentive beyond that so he has to dig. We appreciate the thing we have to dig for. I do not believe that the straight salary, particularly in selling, is sufficient inducement.

This is just an opinion of mine that may not be worth very much. They say every man is as lazy as he dare be, and if there is anybody that dares more than any other human being, it is the salesman. So I think we ought to have the incentive for that man to increase his earnings by his performance, but a very definite measure—what that measure should be, I don't know.

### "Natural Born" Salesman

MR. BRYANT: What do you think of the idea of the "natural born" salesman?

MR. TOLLES: I believe in it, absolutely. I believe that every man has some selling ability. There are people whose talents are developed along muscular lines; there are others developed more in executive lines. Steinmetz would have made a failure as a salesman, I imagine. But the first quality you must look for in a man, it seems to me, is whether he has that liking for associating with people, and has a way of getting along with people. Sometimes the fellows who don't look so good make the best salesmen.

### Chemical Types

MR. A. J. HOOK (Highwood): Do you believe in chemical types of men?

MR. TOLLES: I believe there are signboards on the outside telling what a man is on the inside, what kind of a fellow he is—not what he thinks but how he thinks. I believe there are lots of fanatics on the subject. I believe there are a lot of people telling about what they know and what they do, but when you get them in a corner and question them, they are like a memory training expert in Joliet. He was engaged the week before to make a talk on Friday noon of the next week. He said, "I will be sure to be there." The next Friday he failed to make an appearance and when they checked it up they found he had forgotten all about it.

### Advertising Results

MR. EDWARDS (Milwaukee, Wisconsin): When a person advertises, is he apt to get what he wants?

MR. TOLLES: You mean in the way of getting men? There are good and bad, of course. No business is ever any more ideal than the ideals of the man at the head of the business, and when you get your ideals from the head of your concern you will perhaps have a better guide as to how efficiently they will serve you.

MR. EDWARDS: Aren't you apt to get what you don't want?

MR. TOLLES: You are apt to, undoubtedly. I am more and more in favor of hand-picking the people you want.

MR. EDWARDS: Do you think a man who is a good salesman in one line will make a good salesman in another?

### Versatile Salesmen

MR. TOLLES: Fundamentally, yes, but lots of times fellows fall down dismally, because they haven't the right knowledge. There are three things on which you make a sale—the salesman, the customer, and the goods. A man may be all right himself, and he may be a good judge of human nature, and a good business man from that standpoint. There is the other element in the transaction—he is changing from one line to another and he must master his goods and the uses to which those goods may be placed. If he will do that there is no reason why he shouldn't be just as good a salesman in one line as another.

A great many salesmen are lazy and depend upon their "natural born-ness" or ability to bluff it through and let it go at that. I should say that the man who had experience in selling another line, if he were willing to buckle in and learn the new line, would be just as successful in the new line, particularly if he were calling on the same line of customers. (Applause).

Herman S. Searle, Indian Scout, train despatcher, miner, realtor, political leader, merchant, fruit grower, engraver and head of the Process Color Printing Co., Rochester, N. Y., died Jan. 29, aged 80 years. He leaves two sons, George S. Searle, of the Process Color Printing Co., Rochester, N. Y., and William A. Searle, Haddonfield, N. J., a sister and five grandsons.

G. Okura, formerly owner of Fair Oaks Nursery, South Pasadena, Cal., has opened the Sycamore Park Nursery, on Pasadena Avenue, Los Angeles.

IT COSTS LESS THAN 21 CENTS A MONTH TO KEEP IN TOUCH WITH THE TRADE THROUGH A REAL NURSERY TRADE JOURNAL.

## Annual Convention of Ohio Nurserymen

(Continued from Page 83)

Ferta season. Less hardy than Elberta at Wooster. Salberta—Two weeks later than Elberta and also helps to lengthen the peach season.

Plums—Victory—Japanese type—Dark red throughout. Recommended for home use and local market. Somewhat subject to cracking.

Apples—Melba—Season of Duchess—Seedling of McIntosh—Good dessert quality. Joyce—Season between Wealthy and Duchess. Excellent for both dessert and culinary. Red Rome—(Gallia Beauty)—Will eventually take place of Rome as a commercial apple. Ohio Experiment Station Bulletin No. 407 describes these varieties more fully.

Prof. Shoemaker also discussed the subject of "Identification of Fruit Varieties in the Nursery Row." Personal experience, he thought was the chief factor in variety identification.

Richard Faxon explained federal regulations as they affected Ohio Nurserymen.

### Wednesday Afternoon

An instructive group of lantern slides on evergreens was presented by L. L. Kumlien of the D. Hill Nursery Co., Dundee, Ill. These pictures covered all phases of progression from the gathering of the seeds in both foreign and domestic forests through the propagation and on to the mature plants as they are ready to be planted on the landscape. Many individual specimen plants and group plantings of evergreens were shown.

The Executive Committee reported the following officers for 1928: President, James West, Perry; Vice-President, Howard N. Scarff, New Carlisle; Secretary, Royce Pickett, Clyde; Treasurer, Howard Burton, Casstown. Executive Committee: Clarence Siebenthaler, Dayton; A. N. Champion,

Ferry; Dan Buskirk, Independence; W. Natorp, Cincinnati; Howard Chard, Painesville.

New members of the Ohio Nurserymen's Association are: The Harmon Nursery, Prospect; T. E. Thornberg & Sons, Warren; The Barrett Co. (Assoc.), Medina; Casse-nelli & Brumme, Cincinnati; The Pines Fruit & Nursery Garden, Cambridge.

In view of the fact that considerable Nursery stock has been recently stolen from Ohio Nurseries, a motion was passed offering \$250.00 reward for the apprehension of any one found guilty, prosecuted and convicted of stealing Nursery stock from any Ohio Nursery.

At the close of the meeting Clarence Siebenthaler presented to the incoming president a gavel made from a broken limb of the historic "Logan Elm" and suggested that it be preserved and used by the future officers of the association.

The summer meeting of the Ohio Association will be held in Cincinnati in conjunction with the Kentucky association. Definite date has not yet been decided.

HOWARD N. SCARFF

Fred T. Burke Has a Birthday—A Rochester, N. Y., newspaper on Feb. 2 published a portrait and sketch of the 1924-1925 president of the New York Nurserymen's Association, Frederick Thomas Burke, Rochester, who on that date celebrated his 46th birthday. In 1902 he entered the employ of the Graham Nursery Company and had risen in rank to the vice-presidency when he retired in 1924 and joined Arthur T. Purtell in forming the Purtell-Burke Nurseries. He is a member of the Chamber of Commerce, Rotary Club, Rochester Automobile Club, United Commercial Travelers' and Retail Credit Men's Association.

Radio in Insect War—Entomologists are experimenting with radio in their work of extinguishing hordes of destroying insects over the country. By these experiments, microphones are made to pick up the boring of injurious bugs and worms through stalks and trees, where otherwise they would not have been discovered. Thus, it is believed, the pests may be caught at the very beginning of their injurious work on a district.

Trade Lists—Recently received: Mount Arbor Nurseries, Shenandoah, Ia., general Nursery stock; D. Hill Nursery Co., Dundee, Ill., evergreens; Willis Nurseries, Ottawa, Kan., general Nursery stock; Jackson & Perkins Co., Newark, N. Y., general Nursery stock; Conard-Pyle Co., West Grove, Pa., evergreens, shrubs, vines, canas, lining-out stock; Conyers B. Fleu, Jr., Germantown, Phila., Pa., seeds; Teas Wholesale Nursery, Conroe, Tex., ornamentals; E. C. Robbins, Ashford, N. C., Blue Ridge Mountain plants. George D. Aiken, Putney, Vt., evergreens and deciduous stock collected from Green Mountains; Forest Nursery Co., McMinnville, Tenn., ornamentals.

Miscellaneous—Recent Publications—Factors Affecting Variable Growth of Apple Grafts in Nursery Row, R. H. Roberts, Univ. Wis., Madison, Wis.; Economic Aspects of Apple Industry, Emil Rauchenstein, Univ. Cal., Berkeley, Cal., Fundamentals of the Fertilizer Problem, S. S. Wier, Columbus, O.; Grafting Plums, Heppner and McCallum, Univ. Cal., Berkeley; Ornamental Vines, Harold Mowry, Gainesville, Fla.; DuPont Magazine and DuPont Sales Information Bulletin, Semmes and other products, E. T. du Pont de Nemours Co., Wilmington, Del.

## Others Wouldn't be Without the KEMP

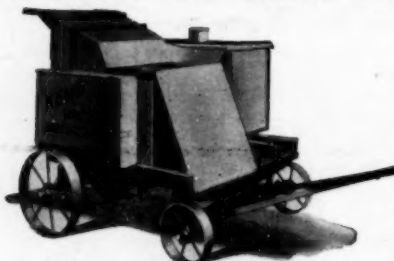
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### A GOOD INVESTMENT

"We are very well pleased with the soil shredder purchased from you this spring. It is in every way as represented and so far has proven out to be a good investment. For anyone who has any quantity of soil to pulverize should certainly see a real improvement over the old hand method."

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No. 2 Shredder  
Two models, gasoline or electric driven, and two sizes for large or small growers. With or without sifter.

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### SPECIAL NOTICE

We want to sell you Pecans, Japan Persimmons, Roses, Fruit Trees, Shrubs and Evergreens, Cedrus Deodora, 2-3 ft. and 3-4 ft. and other kinds.

Write us for prices.

**Commercial Nursery Co.**  
NICHOLSON BROTHERS, Proprietors.  
DECHERD, TENNESSEE

### "Everything Worth Planting"

Write for our 1927 Short Guide & Price List  
**KELSEY NURSERY SERVICE**  
50 Church Street New York City  
Established 1878

### ELM BARGAIN

7000 American White Elm, Nursery Grown  
1 1/2 to 1 1/2 inch caliper.  
Per 100, \$80; 1000, \$750, f. o. b. Chicago  
SPRING DELIVERY. ORDER AT ONCE.  
**H. R. MOSNAT**  
1835 W. 108 Place, Morgan Park, Chicago, Ill.

### WE HAVE THEM MAKE US PROVE IT.

We have the following stock in surplus to offer to the Trade for Spring, 1928; all nice stock, at very moderate prices:  
Amoor River Privet, 18 to 24", 3 canes and up ..... \$20.00 M  
Amoor River North Privet, 2 to 3 ft., 3 canes and up ..... 25.00 M  
Amoor River South Privet Seedlings, 12 to 18" Branched ..... 8.00 M  
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Amoor River South Privet Seedlings, 2 to 3 ft., well Branched ..... 15.00 M  
Spirea Van Houttei, 12 to 24" ..... 20.00 M  
Spirea Van Houttei, 2 to 3 ft. .... 30.00 M  
We have the Amoor River South Privet Seedlings in lighter grade; use the thing for lining out, ver ycheap.

We have other nursery products. We need your orders and you need the goods.  
Our Price List Ready January 15th.

**PARK NURSERY CO., Plevna, Ala.**

### HIGH QUALITY STOCK

All Grown in Beaver County, Pa.  
Silver and Norway Maples, Evergreens, Barberry and California Privet, Shrubs, Peaches, Pears and Grapes in standard variety and grade. Prompt service over Pennsylvania Lines. Send for Trade List. Let us quote on your wants.

**KEYSTONE STATE NURSERIES**  
NEW GALILEE, PA.

AMERICAN NURSERYMAN, Chief Exponent, twice a month \$2.50 per year. Three years, \$6. Canada, abroad, 50c extra per year.

## 2 YEAR APPLE

Are none too plentiful.  
Write us for prices on

**Delicious  
Jonathan  
Rainier  
Spitz  
Wealthy  
Winesap,  
etc.**

**Washington Nursery Co.**  
TOPPENISH, WASH.

## INDESTRUCTO METAL PLANT AND TREE LABELS

PERMANENT. Weather and wear proof. Writing always plain. Add to neat appearance of garden. No ink used.  
For trees, plants, bulbs, shrubs, uot plants, transplants, etc. Four styles.



Tree Label—No. 1, 3x3", \$1.20 per 100, by mail 15c additional; No. 2, 1 1/2 x 5", \$1.50 per 100, by mail 20c additional. For trees, shrubs, etc. Also for tubers like Dahlias, Cannas, etc., before storing.

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Staked Plant Label—No. 51, 8" stake, \$1.50 per 100, by mail 25c additional; No. 52, 10" stake, \$1.75 per 100, by mail 25c additional; No. 53, 15" stake, \$2.25 per 100, by mail 25c additional. For pot plants and garden stakes.

Staked Garden Label—No. 62, 15" stake. Label interchangeable, \$3 per doz., by mail 25c additional. Illustrated circular on request. Sold by many seedmen and nurserymen. Write for samples and prices.

**BALL AND SOCKET MFG. COMPANY**  
West Cheshire Connecticut

### Clean Coast Grown SEEDLINGS

Properly ripened, carefully dug and graded, and packed so they will reach you in first class condition.

APPLE, Malus—Pyrus Malus  
PEAR, Chinese—Pyrus Calleryana  
" Chinese—Pyrus Ussuriensis  
" French—Pyrus Communis  
" Japan—Pyrus Serotina

CHERRY, Mazzard—Prunus Avium  
" Mahaleb—Prunus Mahaleb

PEACH, from Lovell Seed

PERSIMMON, De Lotus

PLUM, Myrobalan—Prunus Myrobalana

BIRCH, European White—Betula alba

ELM, Chinese—Ulmus pumila

MAPLE, Norway—Acer platanoides

" Sycamore Purple—Acer pseudo-

platanus purpureum

### ROOTED SEEDLINGS

QUINCE, Angiers

ROSE, Manetti

Also a very complete line of Fruit Trees, Ornamentals, Roses and Nursery Supplies.

Your Want List will be appreciated.

### PORTLAND WHOLESALE NURSERY COMPANY

East Washington at Sixth Street  
PORTLAND, OREGON

### Bolling Farms Nurseries Growers

ORNAMENTAL SHRUBS,  
BROAD LEAVED EVERGREENS,  
PRIVET, VINES, POPLARS,  
ARBORVITAE

And other conifers.

Catalog and list of our offerings will be sent upon request.

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### SPECIALS

Lombardy Poplar, 10-12 ft.	\$.45
" " 8-10 ft.	.35
" " 6-8 ft.	.25
" " 5-7 ft.	.15
Silver Maple, 8-10 ft.	.60
" " 6-8 ft.	.35
" " 5-6 ft.	.20
Catalpa Bungei, 5-6 ft.	1.00
" " 4-5 ft.	.75
" " 3-4 ft.	.50
Weeping Willow, 8-10 ft.	.55
" " 6-8 ft.	.45

**TITUS NURSERY CO.**  
WAYNESBORO, VA.

### "We Ship 'Em Quick"

HARDY SHRUBS, ROSES, PRIVETS, FRUIT TREES, GRAPE VINES and SHADE TREES. CUT LEAF WEEPING BIRCH, A SPECIALTY.

### Champion Nurseries

PERRY, OHIO

### KINKADE GARDEN TRACTOR and Power Lawnmower

A Practical Proven Power Cultivator for Gardeners, Suburbanites, Truckers, Florists, Nurserymen, Fruit Growers, Country Estates and Poultrymen.  
AMERICAN FARM MACHINE CO.  
1089 33rd Ave., S. E., Minneapolis, Minn.

Say you saw it in "American Nurseryman"

### LOMBARDY POPLARS!!!!

We have a block of several thousand on leased ground  
That **MUST** be moved.

6-8 8-10 10-12 12-14 feet  
PRICED RIGHT PACKED RIGHT

### HILLENMEYERS' NURSERIES

LEXINGTON, KENTUCKY

Also

Mahonia aquifolium

Weigela rosea

Forsythia viridissima

### SCARFF'S Nursery

Headquarters for  
Small Fruit Plants  
And Lining Out Stock

Strawberries  
Raspberries  
Dewberries  
Blackberries  
Elderberries  
Currants  
Gooseberries  
Grape Vines  
Horseshoe  
Asparagus  
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Iris  
Spirea in variety  
Privet  
Hydrangea P. G.  
Mallow Marvel  
Barberry Seedling  
Peonies  
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Euonymus Radicans  
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Our list quotes lowest prices

W. N. SCARFF & Sons, New Carlisle, O.



**BECOME A  
LANDSCAPE  
ARCHITECT**  
Dignified, Exclusive Profession not overrun with competitors. Crowded with opportunity for money-making and big fees. \$5,000 to \$10,000 incomes attained by experts. Easy to master under our correspondence method. Credentials awarded. We assist students and graduates in getting started and developing their businesses. Established 1916. Write for information; it will open your eyes. Do it today!

American Landscape School, 53 Newark, N. J.

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### TREE SEED SHRUB

HERBST BROTHERS  
95 Front St.  
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### PLATE BOOKS

Salesmen send for catalog describing shrub and perennial compact folders and famous landscape plate book.

B. F. CONIGISKY

Hamilton Street Peoria, Illinois

### CHINESE ELMS

Ulmus Pumila and Ulmus Parvifolia  
Seedlings and Transplants

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RICHLAND, WASH.

### SPECIAL OFFER

Our New Circular

### PLATE BOOK

Sample Copy postpaid, \$1.50  
91 leaves, 159 colored illustrations.

Colored Circulars

Compact and Loose Leaf Plate Books, Folios, Maps from regular prints.

### PROCESS COLOR PRINTING CO.

Formerly CHRISTY, INC.  
Searle Bldg. ROCHESTER, N. Y.

We are offering FREDONIA grown

### Grape Vines, Currants and Gooseberries

for fall and spring delivery of unexcelled quality. We grow everything we offer, AND KNOW HOW. Let us quote on your requirements before placing your orders.

### The F. E. Schifferli & Son Nurseries

Established 1890 Fredonia, New York

### EVERGREENS

BROADLEAF AND CONIFEROUS

We offer the trade a fine assortment of Broad-leaf and Coniferous Evergreens, such as ligustrum, cherry laurels, elaeagnus, pyracantha, cotoneaster, euonymus, mahonias, Chinese arborvitae in variety; American arborvitae in variety, the best junipers, pines, retinosporas and cedrus, and many varieties of flowering shrubs. Our stock is well grown and well handled. We especially solicit car lot orders.

### Cartwright Nurseries

COLLIERVILLE, TENN.

### STRAWBERRY PLANTS

Mastodon, Progressive, Dunlap, Aroma, Premier, Gibson. Also Raspberry and Blackberry plants. Individual orders shipped direct to your customers.

Grape Vines, 2 yr. Concord, priced to sell.

### ESSIG NURSERY

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### TREE SEEDS

Send for catalog listing Tree, Shrub, Perennial and Evergreen Seed. Collected from all parts of the world.

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6626 Ross St., Germantown, Philadelphia

AMERICAN NURSERYMAN, Chief Exponent, twice a month \$2.50 per year. Three years, \$6. Canada, abroad, 50c extra per year.

### Advertisements are Inserted Twice a Month in American Nurseryman for Single Rate

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### EASTERN CANADA NURSERYMEN'S ASSOCIATION

C. H. K. Baillie, Welland, Ont., Secy.

Annual meeting was held Jan. 23-24 at Chateau Laurier Hotel, Ottawa, Vice-President E. B. Luke presiding. Secretary C. H. K. Baillie in his report said that the minister of forestry had been asked to stop the practice of distributing seedling trees to home owners for ornamental purposes, but that little sympathy with this request had been manifested. The association will send a committee to take up the subject again with the authorities.

"During the past year, Secretary Baillie said, 'the Nurserymen made an effort to co-operate more closely with the work of the horticultural societies, especially in the Province of Ontario; with this in mind, an address was given at the horticultural society's convention on the importance of using, where possible, home grown stock. This appeared to be necessary on account of the large importations from Europe by horticultural societies. A joint committee of the Nurserymen and society representatives discussed the matter, resulting in promise that the Nurserymen would extend to the societies their cordial co-operation and special prices.'"

The association was addressed by Dominion Horticulturist W. T. Macoun, Dominion Botanist Gussow, Dominion Entomologist Arthur Gibson and L. S. McLaine, secretary of Insect Post Board. The last named said that no blanket certificates are issued, every consignment being examined before shipment. Mr. Macoun has just

returned from a trip to Europe, where he attended in Austria a conference to discuss international plant registration on which subject he addressed the meeting.

A movement in behalf of a national organization of Canadian Nurserymen received impetus at the Ottawa meeting. Neither the Eastern nor the Western Canada associations are making desired progress as to membership and activity.

Officers elected are: President, Hon. E. D. Smith, Winona; vice-president, E. B. Luke, Montreal; secretary-treasurer, C. H. K. Baillie, Welland. Additional directors, besides the officers are: H. Endean, Richmond Hill; S. McConnell, Port Burwell; A. S. Brown, Sheridan Nurseries, Sheridan; F. Wellington, Fonthill. E. B. Luke was appointed representative on the Canadian Horticultural Council.

### NEW ENGLAND NURSERYMEN'S ASSOCIATION

W. N. Craig, Weymouth, Mass., Secy.

In his annual address President P. J. Van Baarda, at the recent meeting, advised members to educate the public to do more fall planting and relieve the spring pressure. Those buying in the fall would be sure to get stock freshly dug from the field, which could not be said of plants supplied in spring. There are fewer deaths from fall than spring plantings. The open winters, with no snow covering in most of New England, are bad for young stock and there is much heaving where plants are unmulched. Mr. Van Baarda warned against overproduction of evergreens; there is an enormous quantity of these coming along, but a marked shortage in larger sizes suitable for planting. He advises substituting in great measure for privets, Japanese barberries, Spiraea Vanhouttei, hydrangeas and similar stock, more of the kolkwitzias and other new and desirable varieties, for which there is a large retail demand.

Publicity discussion developed the favoring by a few of radio advertising, though the majority were of the opinion that the cost is too great considering the indefiniteness of results. The estimate by advertising men of 25% of gross sales as the proper amount to be expended for advertising was regarded as too much. Some of the growers have used from three to 11 per cent, including catalogue cost.

The Denver A. A. N. convention in June and the Boston convention next year, preference for express and freight shipments as being more expeditious than parcel post and the policy of maintaining prices and quality of stock were discussed.

**Standards in Grading**—Executive Secretary C. A. Tonneson, of the Pacific Coast Association of Nurserymen has been in conference with Nurserymen in Yakima, Spokane, Walla Walla and Portland in endeavor to establish a system of grading stock to be adhered to by all members. F. A. Wiggins, F. W. May, J. R. Snyder and R. L. Gardner are assisting.

Harlan P. Kelsey, Salem, Mass., and A. Ford Du Bois, Rochester, N. Y., publisher of Nurserymen's catalogues, spent two weeks at the Long Key, Fla., Fishing Club headquarters which Mr. Kelsey annually visits. Last year Mr. Kelsey made the record catch of sail fish. This year he gave way to Mr. DuBois who landed a 50-pounder.

Kenneth Reeves Craig, eldest son of William N. Craig, secretary of the New England Nurserymen's Association, Weymouth, Mass., died Feb. 6, aged 23. He was associated in business with his father.

### WESTERN ASSOCIATION OF NURSERYMEN

Geo. W. Holsinger, Sec., Rosedale, Kan.

The new executive committee of the Western Association of Nurserymen is composed of: William Griesa, Lawrence, Kan., and William A. Weber, Afton, Mo., 1-year term; E. P. Bernardin, Parsons, Kan., and George W. Johnston, Kansas City, Mo., 2-year term; E. H. Smith, York, Neb., and Robert Adair, Wathena, Kan., 3-year term.

The program committee appointed by the new president is as follows: Earl D. Needham, Des Moines, Ia.; Vernon Marshall, Arlington, Neb., and J. Frank Jones, Lawrence, Kan.

George W. Holsinger was selected as delegate to the convention of the American Association of Nurserymen, in Denver; L. A. McKett alternate.

New members are: Northwest Nursery, Valley City, N. D.; Springhill, Kan., Nursery.

L. J. Parrish, Jr., is receiver for the Brainard Nurseries & Greenhouses, Des Moines, Ia.—An orchard will be planted on 50 acres near Fayetteville, Tenn., by Stark Bros. Nurseries, Louisiana, Mo.—Joseph Volpa is starting a Nursery in Los Gatos, Cal.—Everglades Nurseries, Miami, Fla., has been incorporated by H. W. and S. M. Short and J. E. Yonge.—Pana, Ill., Nursery Co., will add 100 acres to its planted area.—Bountiful Ridge Nurseries, Princess Anne, Md., George W. Kemp and Sons, control 177 acres of fruit and ornamental stock.—Tujunga Nursery, Valley Center, Cal., is a new concern under the direction of M. E. Morgan and J. A. Jenkins.—Frederick W. Kelsey, New York City, who has been in the Bermuda Islands several weeks, has returned.

When writing to advertisers just mention American Nurseryman.

### MISCELLANEOUS

#### FOR SALE

##### STOCK FOR SALE

Fifty acres of leading varieties of peonies. Visit us in May. Phil Lutz Peony Farms, Boonville, Ind.

St. Clair, a wonderful new Golden Clingstone Peach. Trees 50c each. L. F. Dintelman, Belleville, Ill.

CACO GRAPE. Offering several thousand nice vines, true to name, reasonably priced. Write for quotation. C. D. Wright, Hamburg, Iowa.

Magnolia Glaucae	100	1000
4 to 6 in. from Seed Beds	\$ 5.00	\$45.00
10 to 15 in. from Seed Beds	10.00	90.00
Magnolia Grandiflora		
3 to 6 in. from Seed Beds	\$ 3.50	\$25.00
8 to 12 in. from Seed Beds	7.00	65.00
American Holly Ilex Opoca		
4 to 6 in. from Seed Beds	\$ 3.50	\$25.00
6 to 10 in. from Seed Beds	7.00	65.00

Evergreen Nurs., J. E. Rotan, Woodville, Tex.

#### BOOKS

**BAILEY'S STANDARD CYCLOPEDIA OF HORTICULTURE**, 2 vols. Illustrated. Fully indexed. 3639 pages. Indispensable for horticultural reference. The standard authority everywhere. Sold only in complete sets. Price \$25 per set. American Fruits Pubg. Co., P. O. Box 124, Rochester, N. Y.

**LIST OF 119 BOOKS** on Horticultural subjects covering Nursery, Greenhouse, Field, Ornamental and Fruit Stock, Vines, Insecticides, Spraying, Landscaping, Diseases, Insects, Orchards, Gardens. Seven books on Landscape Gardening. List sent on request. American Fruits Pubg. Co., P. O. Box 124, Rochester, N. Y.

### WANT ADVERTISEMENTS

#### Nursery Workers Wanted

Nursery near Chicago, growing general line, has opening from time to time for perennial growers, gardeners, nursery foremen and wholesale and retail salesmen. Applicants when filing, should state particulars in general, give three references, enumerate experience, state age, salary expected, etc. Address B-87, care American Nurseryman, Rochester, N. Y.

#### Foreman's Assistant Wanted

General wholesale nursery, also growing perennials, has opening for assistant to foreman of perennial department. Must have knowledge of perennial plants, growing, packing and shipping. Applicants should state former experience, if now employed and where, age, if single or married, salary expected, give references and particulars in general. Address all applications to B-86, care American Nurseryman, Rochester, N. Y.

### WANTED

**SALESMAN** to call on wholesale trade for large old-established middle western nursery. Give full particulars in first letter. Replies treated confidentially. Address B-85, "American Nurseryman."

#### WANTED

Young Man or Middle Aged One who knows how to bud and graft and can grow good Nursery stock; also manage men. Good wages.

Send application to B-83, care "American Nurseryman," Rochester, N. Y.

## THE AMERICAN ASSOCIATION OF NURSERYMEN

Is accomplishing much for the Nursery Trade. With a record of fifty-two years of service. Practical departments and active committees. National conventions of inestimable value.

President, W. W. Hillenmeyer, Lexington, Ky.

Write **CHARLES SIZEMORE**, Secretary, Louisiana, Mo., for full particulars.

Convention Date: Denver, Colo., June 27-29, 1928

Unite with over Six Hundred Representative Nurserymen throughout the country to protect your interests and advance your business. Only Nurserymen of high ideals are eligible to membership.

Vice-President, E. B. George, Painesville, Ohio.

# Andrews LATHAM Raspberry

OUTSTANDING IN  
YIELD and HARDINESS

MOSAIC-FREE STOCK—RELIABLE

ANDREWS NURSERY CO., Faribault, Minn.

## E. P. BERNARDIN

Parsons

Wholesale Nurseries

PARSONS, KANSAS

Established 1870

### Specialties

Amoor River North Privet, 2 yr.,  
2-3 and 3-4 ft., well branched.

Bungei Catalpa, 4½-8 ft. stems.

Lombardy Poplar, 5-6 to 10-12 ft.

Thurlo Willow, 5-6 to 10-12 ft.

Lonicera Bella Albida, 2-3 to 5-6  
ft.

Deutzia Pride 2-3 to 5-6 ft.

Forsythia Asst., 2-3 to 4-5 ft.

Tamarix Asst., 2-3 to 5-6 ft.

Purple Wisteria, 2 & 3 yrs.

EVERGREENS—Biotas and Jun-  
ipers, in good supply.

Early Harvest B. B. root grown  
plants.

Long list of Ornamentals in gen-  
erous supply.

Largest and Best Supply of

## GRAPE VINES CURRANTS GOOSEBERRIES

in all old and new varieties and  
grown in the famous Chautauqua-  
Erie Grape Belt.

Sixty years' experience in grow-  
ing and furnishing strong, fibrous  
roots of well-known HUBBARD  
COMPANY grade.

Prompt shipment.

Attractive prices made on  
quantity lots.

**T. S. Hubbard Co.**

FREDONIA, N. Y.

## PECAN TREES

CAR LOTS our specialty, but we accept  
orders from nurserymen for any number  
of trees. Also have Satsuma Orange trees.

**Simpson Nursery Co.**

Monticello, Fla. Established 1902

AMERICAN NURSERYMAN should be  
regularly on your desk. A business aid.  
Bristling with exclusive trade news. Ab-  
solutely independent. NOT OWNED BY  
NURSERYMEN.

## PORTLAND ROSES

2-Year, Field-Grown, Budded Stock

CONIFERS

BROADLEAVED EVERGREENS

FLOWERING SHRUBS

HARDY PERENNIALS

ROCK PLANTS

HARDY VINES

We extend a cordial invitation to the trade to visit our  
extensive ROSEFARM and nurseries on the beautiful  
COLUMBIA HIGHWAY at Sandy River.

**MOUNTAIN VIEW FLORAL COMPANY**

Office: 341 E. 72nd St. S.

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## LABELS FOR NURSERYMEN

THE BENJAMIN CHASE CO.,

DERRY, N. H.

## THE ROSE FARM

Incorporated  
White Plains, New York

High quality, field  
grown, budded ROSES



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Are you satisfied with your present  
catalog? We are producers of some  
of the most successful catalogs in the  
country. Write and get our ideas be-  
fore placing your order for your 1928  
catalog. Glad to send you samples  
without obligation.

**The L. W. Ramsey Company**

Advertising for Nurserymen

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CATALOGUES—ENGRAVINGS

Plate Books, Folders, Maps, Stock Forms,  
Office Supplies, Circulars, Order Blanks,  
Price Lists.

**United Litho & Printing Companies**

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## LINING STOCK

Ligustrum Japonicum seedling, 8-10 in. @  
\$5.00 per M.; 10-12 in. @ \$6.00 per M.; 12-18  
in. @ \$15.00 per M. Eleagnus Reflexa, estab-  
lished in 2 in. pots @ 7½¢ each. Packing free.  
Prompt shipment. Stock will please you.

**MILLER BROS. NURSERIES**

ROEBUCK, S. C.

## SPECIALTIES—Small Fruit Plants

Grape Vines, Currant, Gooseberry, Red  
and Black Raspberry suckers and Trans.  
Strawberry, Rhubarb, Asparagus.

**L. J. Rambo's Wholesale Nursery**

Bridgman, Michigan

**RHODODENDRON**—Max and Kalmia Seedlings  
8 to 12 in., per 100, \$ 7.00; 1000, \$50.00  
12 to 18 in., per 100, \$10.00; 1000, \$75.00

Selected Clumps—Write for Prices.

Canadian Hemlock and Red Cedar, 12 to 18 in.,  
per 100, \$6.00; 1000, \$45.00.

First Class Collected Stock. Well Packed.

Cash Please.

**RHODODENDRON SUPPLY CO.**

Deville, Tenn.

## THE BEST SELLERS

Are you giving your salesmen a chance  
at the best sellers?

The following are some of the best  
specialties which we can offer in quan-  
tities:

CUT LEAF BIRCH

4/5, 5/6, 6/8

CHINESE ELM

Seedlings and Shade Trees

FRENCH GRAFTED LILACS

GRAFTED ELM

Moline and Vase type

SILVER POPLAR

SNOWGARLAND SPIREA

Write us

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VALLEY CITY, N. DAK.

## HARDY AZALEAS

For forcing, landscape and lining out.

**Theodore van Veen Nursery Co.**

3117 43rd Street, S. E.

PORTLAND, OREGON

## APPLE TREES—PEACH TREES

HIGH GRADES. LOW PRICES

Try them and you will be pleased.

**CONCORD NURSERIES**

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## WATERPROOF PAPER LABELS

Red or White, Plain or Printed

Sample Free.

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## Hill's Evergreen Plate Book

50 four-color process prints from photographs,  
40 Evergreen pictures, 10 Shrub pictures. Size  
5¼ x 9 in. Loose leaf. Cloth binding, \$3.75.  
Leather, \$4.50. Post-paid. Great help in selling. Order  
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**D. Hill Nursery Co.**

Evergreen Specialists • Largest Growers in America  
Box 102

DUNDEE, ILL.

We have a good supply of the following varieties and sizes in the field for spring digging. We will be pleased to quote you upon request.

## TREES

POPULUS eugenei, Carolina Poplar	1-11"
Same	11-2"
PRUNUS americana, American Plum	6-8"
ROBINIA pseudoacacia, Common Locust	4-5"
Same	5-6"
SALIX alba niobi, Bushy Nioba Weeping Willow	4-5"
babylonica, Babylon Weeping Willow	4-5"
caprea, bushy	4-5"
pentandra (laurifolia), Laurel Willow	3-4"
vitellina aurea, Russian Golden Willow	5-6"
britzensis	5"

## EVERGREENS

JUNIPERUS communis, Common Juniper	2-21"
horizontalis (prostrata), Creeping Juniper	12-15"
PICEA albertiana, Alberta (Black Hills) Spruce	18-24"
excelsa, Norway Spruce	2-3"
Same	3-4"
PINUS strobus, White Pine	3-4"
THUJA douglasii aurea, Douglas Golden Arborvitae	18-24"
Same	2-21"
Same	2-3"
Same	3-4"
globosa, American Globe Arborvitae	12-18"
silvangeriana, Tom Thumb Arborvitae	6-8"
Same	18-24"

## SHRUBS

CORNUS amomum (Sericea), Silky Dogwood	3-4"
CYDONIA japonica, Flowering Quince	18-24"
DEUTZIA lemoinei, Lemoine Deutzia	18-24"
scabra plena, Double Rose Deutzia	3-4"
Pride of Rochester, P. of R. Deutzia	3-4"
DIERVILLA sessilifolia, Southern Bush Hsaki	2-3"
FORSYTHIA fortunei aurea, Golden Fortune Bell	3-4"
viridissima, Greenstem Forsythia	3-4"
HYDRANGEA arborescens grandiflora, Snowball Hydrangea	2-3"
paniculata grandiflora, Peegee Hydrangea	2-3"
praecox, Early Flowering Hydrangea	2-21"
tardiva, Late Flowering Hydrangea	21"
Same	3-4"
radiata, Silverleaf Hydrangea	2-21"
Same	3-4"
LIGUSTRUM acuminatum (Ciliatum), 2 yr. Transplanted, 8 to 10 branches and up	3"
Same, 2 yr. transplanted, Strong 8 to 10 branches	3-4"
amurensis, Amur Privet (North)	3-4"
ibota, Iboeta Privet. (Strong 2 yr. trsp., 8-10 Branches)	2-3"
vulgare, European Privet (Strong 2 yr. trsp., 8-10 Br.)	3-4"
Same (Strong 2 yr. trsp., 8-10 branches)	4-5"
LONICERA bella alba, White Bell Honeysuckle	4-5"
chrysantha, Creamy-bell Honeysuckle	3-4"
Same	4-5"
morrowi, Morrow Honeysuckle	4-5"
morrowi pink, Pink Morrow Honeysuckle	4-5"
ruprechtiana, Manchurian Honeysuckle	4-5"
tataricagrandiflora, Bride Honeysuckle	3-4"
Same	4-5"
rosea, Rosy Tatarian Honeysuckle	4-5"
MAHONIA aquifolium, Oregon Hollygrape	12-18"

PHILADELPHUS coronarius florepleno, Dble. Mockorange	4-5"
grandiflorus, Big Philadelphia	4-5"
gordonarius, Gordon Mockorange	4-5"
lemoinei, Lemoine Mockorange	18-24"
Same	2-3"
avalanche	2-3"
nivalis, Snowbank Mockorange	4-5"
zeyheri, Zeyher Mockorange	4-5"
PHYSOCARPUS opulifolius luteus, Goldenleaf Ninebark	3-4"
PRUNUS glandulosa sinensis, Dbl. Ph. Flw. Almond	3-4"
glabra albiplena, White Flowering Almond (own Roots)	3-4"
triloba plena, Double Flowering Plum	3-4"
RHUS typhina laciniata, Shredded Sumac	4-5"
RIBES americanum, American Black Currant	4-5"
sanguineum, Winter Currant	2-3"
ROBINIA hispida, Rose-acacia	2-3"
ROSA lucida (virginia), Virginia Rose	2-21"
multiflora, Japanese Rose	3-4"
rugosa rubra, Rugosa Rose	2-3"
setigera, (Single Pink), Prairie Rose	18-24"
wichuriana, Wichuriana Rose	2 yr.
RUBUS odoratus, Flowering Raspberry	3-4"
SAMBUCUS pubescens, Scarlet Elder	4-5"
racemosus, European Red Elder	3-4"
SORBARIA sorbifolia, Ural False Spirea	3-4"
SHEPHERDIA argentea	4-5"
SPIRAEA bumalda, Bumalda Spirea	18-24"
Anthony Waterer, Anthony Waterer Spirea	18-24"
Same	2-21"
freibellii, Froebel Spirea	18-24"
Same	2-21"
Same	2-3"
walluffi, Dark Pink Flowers	18-24"
japonica ovalifolia (callosa alba), White Japanese Spirea	18-24"
latifolia (bethehemensis), Pink Meadow Spirea	3-4"
margaritae, Margarita Spirea	21"
thunbergii, Thunberg Spirea	2-21"
Same	2-3"
SYMPHORICARPOS mollis (acutus), Spreading Snowberry	2-3"
racemosus, Common Snowberry	2-3"
Same	3-4"
vulgaris, Coralberry	2-3"
SYRINGA chinensis, rothomagensis, Chinese Lilac	3-4"
jossikaea, Hungarian Lilac	2-3"
Same	3-4"
henryi lutesce, Henry Lutesce Lilac	3-4"
Same	4-5"
persica, Persian Lilac	3-4"
villosa, Late Lilac	2-3"
Same	3-4"
Charles X, Charles X. Lilac	2-3"

## VINES

CELASTRUS orbiculatus (articulatus), Oriental Bittersweet	3 yr.
CLEMATIS paniculata, Sweet Autumn Clematis	3 yr.
LONICERA japonica aureoreticulata, Yellow Net Japanese Honeysuckle	2 yr.

## FRUITS

Black Currant (London Market)	Red Cross Currant
Perfection Currant	Wildier Currant
Our spring catalog of transplanted material will be sent out shortly. Copy will be mailed upon request.	
Also headquarters for Lining Out Stock. Price list on Lining Out Stock will be mailed upon request if you do not receive a copy.	

## NAPERVILLE NURSERIES

NAPERVILLE,

DuPage County,

ILLINOIS

The best varieties of apples and pears to set in New York orchards at this time to meet market demands have been listed by Dr. U. P. Hedrick, horticulturist at the Experiment Station at Geneva.

In making up his lists, Dr. Hedrick has taken into consideration the seasonal distribution of the two fruits and the uses for which the different varieties are adapted, such as eating out of hand or for cooking.

Arranged in the order of their ripening, the apple list includes the following varieties: Yellow Transparent, Early McIntosh, Duchess, of Oldenburg, Williams, Milton, Red Gravenstein, Wealthy, McIntosh, Cortland, Delicious, Rhode Island Greening, Baldwin and Red Spy.

Tastes change in apples as in everything else, says Dr. Hedrick, and at present the McIntosh type of apple is selling at a premium on most city markets. Consequently, the new orchards should contain a liberal representation of these fine apples. Beginning with Early McIntosh, the season for the McIntosh apple is continued through Milton, McIntosh, and Cortland until late into the winter.

With regard to pears, the first consideration in naming a list of pear varieties for New York orchards is resistance to blight, says Dr. Hedrick. His list of pear varieties in order of ripening includes Clapp,

Bartlett, Seckel, Beurre d'Anjou, Beurre Bosc, and Winter Nellis.

In the home orchard or for roadside or local trade a much wider range of varieties is desirable.

### MOSAIC FREE LATHAM RASPBERRY PLANTS HARALSON APPLE TREES EVERGREEN SEEDLINGS

Mugho, Scotch, White, and Norway Pine—Norway, White, Black Hill, and Colorado Blue Spruce—American Arbor Vitae and Concolor Fir.

**J. V. Bailey's Nursery**  
Daytons Bluff Sta., St. Paul, Minn.

### 100,000 PICEA EXCELSA NORWAY SPRUCE

4 year transplants, averaging 5"-10"  
1,000 or more @ \$37.00 per thousand  
5,000 or more @ 34.00 per thousand  
10,000 or more @ 31.00 per thousand  
50,000 or more @ 28.00 per thousand

These prices cover expert packing, and expressage to points within 300 miles of New York City. No order for less than 1,000.

**Evergreens Company**  
Box E, Lionville Chester County, Pa.

### 3,000,000 MINNESOTA 2-YEAR SEEDLINGS

	Per 100	per 1000
Col. Blue Spruce	\$2.50	\$15.00
Norway Spruce	1.50	6.00
Black Hill Spruce	4.00	30.00
Nordman Fir	6.00	50.00
Mountain Pine	2.50	15.00
Scotch Pine	2.00	10.00
Catalog full line Evergreens mailed.		
FERNDAL NURSERY Askov, Minnesota		



### BLACKBERRY PLANTS

BLOWERS, ELDORADO and MERSEREAU,  
\$15.00 per 1000

### STRAWBERRY PLANTS

BIG JOE, PREMIER, CHESAPEAKE, CLIMAX,  
\$2.50 per 1000; MASTODON, \$3.00

### GRAPE VINES

CONCORD, 1 yr. No. 1.....\$15.00 per 1000  
CONCORD, 1 yr. No. 2..... 10.00 per 1000  
MOORE'S EARLY, 1 yr. No. 1... 25.00 per 1000  
DELAWARE, 1 yr. No. 1..... 25.00 per 1000  
NIAGARA, 1 yr. No. 1..... 20.00 per 1000

**WM. HESS & COMPANY**  
EAST NEW MARKET, MD.

## HUMUS

AND

## LEAF MOLD

Write for Trade Prices

**H. B. Prindle**

70 E. 45th St. NEW YORK

# Tops market with prize-winning flowers grown from diseased, worthless corms

CLARENCE PRENTICE

*Prentice Nursery*

Gives full credit to

**SEMESAN**



*The Prentice Nursery of Kent, Washington, scarcely dared hope that these discarded corms could be reclaimed . . . that a method could be found for preventing their clean stock from also becoming contaminated.*



*But beyond their fondest hopes a means was found and in September flowers from these same corms took first prize at the Western Washington State Fair.*

**B**LACKENED as if charred by fire . . . dried up . . . light as chaff . . . thousands of corms were apparently fit only for the brush-heap.

September flowers from those same rotted corms took first prize at the Western Washington State Fair. "We topped the Seattle market," Mr. Prentice writes, "getting as high as a dollar a dozen when other gladioli were bringing only twenty-five cents a dozen. Not only prize flowers, but the bulbs just harvested are the finest bulbs we have yet had."

"Through an advertisement we heard about *Semesan*. We treated everything including bulblets and planted immediately. The field was cultivated, irrigated in the same manner as in previous years. When growth started we noticed a much more vigorous growth and better colored foliage. The flower spikes were larger and the color more intense than in any pre-

vious crop, which showed the effect of the *Semesan* treatment.

"*Semesan* produced flowers worth four times as much as flowers from untreated corms. *Semesan* is one of the greatest fungicides we have ever seen. Anyone engaged in commercial growing of bulbs or other crops should treat all seeds and bulbs with *Semesan*."

**Money Saving Treatment.** Cost of a *Semesan* treatment is small enough but stacked against a loss of 75% or more of your stock, its cost is insignificant. One bad season will cost several thousand times the price of *Semesan*.

It's a simple, perfectly safe method. All you need are a few old tubs or barrels. No special skill is required. You can buy *Semesan* at your seed dealer's, or from your druggist or hardware store.

#### *Semesan Controls Other Bulb Diseases*

Red bulb disease and scab of *freestiar* can be controlled and the bulb vitality greatly improved by soaking one hour in normal liquid *Semesan*. *Hyacinth* bulbs, soaked in normal liquid *Semesan* two hours, show splendid resistance to common bulb rots and develop strong, healthy roots far superior to those of untreated bulbs.



## SEMESAN *makes seeds healthy*

*Let this coupon bring you our  
Illustrated Flower Booklet.  
Tells how to control other  
virulent flower diseases.  
Full directions are given.*

E. I. DU PONT DE NEMOURS & CO., INC.  
Dyestuffs Department, Desk AN-2  
Wilmington, Delaware.

I'd like a copy of your Flower Booklet.

Name .....

Street or P. O. D. ....

Place .....



W. J. SMART, Traveling Representative

## To Our Trade Friends:

We introduce two of our traveling representatives who are quite familiar to many of our trade customers. In our endeavors to keep in touch with our customers, we try to have one of our representatives call on you each season. These men are both qualified by experience to give assistance in selection of varieties and will extend you every courtesy and help you in any way they can. These two traveling representatives last year called on the trade in thirty-eight states and traveled fifty thousand miles, visiting the trade in almost every section of the country.



A. P. LONGLAND, Traveling Representative

# HILL'S EVERGREENS

In a few short weeks, the Spring planting season will be with us. Those who have put off ordering evergreens up to the present time should get their orders in immediately. We still have a wide variety of material for you to choose from, but some varieties are very limited. If you have not received our February first trade bulletin send for a copy.

FIR				Each	Each	SPRUCE				Each	Each	BIOTAS				Each	Each		
	Size			per	per			Size	per	per			Size	per	per	per	per		
	100			1000				100	1000				100	1000		100	1000		
Balsam	4-6	x	5c	4c	Colorado Blue	4-6	o	41c	31c	Chinese Arborvitae	4-6	o	3c	2c					
Macrocarpa	4-6	x	7c	6c	Colorado Blue	6-8	x	15c	14c	Berckman's Golden	6-8	x	15c	14c					
Concolor	4-6	o	5c	4c	Colorado Blue	8-10	x	171c	161c	Bonita	6-8	x	15c	14c					
Concolor	4-6	x	20c	1c	PINES					Compacta	6-8	x	15c	14c					
Concolor	6-8	xx	30c	25c	Jack	10-12	o	31c	21c	Pyramidal	6-8	x	15c	14c					
Fraser	4-6	x	7c	6c	Mugho	2-4	x	7c	6c	BALLED AND BURLAPPED EVERGREENS									
Nikko	4-6	x	10c	9c	Mugho	4-6	x	11c	10c	FIRS									
Veitch	4-6	x	8c	7c	Mugho	6-8	x	14c	13c	Concolor	1-1 1/2'	xx	B&B	\$1.15					
CEDAR					Austrian	4-6	o	4c	3c	DAPHNE									
Deodar	4-6	o	10c	9c	Austrian	8-10	x	10c	9c	Cneorum	10-12"	xx	B&B	1.10					
CHAMAECYPARIS					Ponderosa	4-6	o	3c	2c	JUNIPER									
Pisifera plumosa	4-6	x	10c	9c	Red or Norway	6-8	o	4c	3c	Chinese	1-1 1/2'	xx	B&B	1.00					
JUNIPERS					White	4-6	o	3c	2c	Pfitzer	1-1 1/2'	xx	B&B	1.25					
Chinensis	6-8	o	81c	71c	White	8-10	x	10c	9c	Pfitzer	1 1/2'	xx	B&B	1.35					
Chinensis	8-10	xx	15c	14c	Scotch	4-6	o	21c	11c	Prostrate	10-12"	xx	B&B	1.00					
Pfitzer	6-8	x	14c	13c	Scotch	8-10	x	81c	71c	Prostrate	1-1 1/2'	xx	B&B	1.25					
Common	6-8	o	31c	21c	PSEUDOTSUGA					Golden Prostrate	8-10"	xx	B&B	1.25					
Prostrate	6-8	o	71c	61c	Pseudotsuga douglassi	4-6	o	41c	31c	Swedish	10-12"	xx	B&B	.85					
Golden Prostrate	8-10	xx	20c	171c	Pseudotsuga douglassi	6-8	x	15c	14c	Spiny Greek	10-12"	xx	B&B	1.00					
Irish	4-6	x	20c	1c	YEWS					Japanese	1-1 1/2'	xxx	B&B	1.75					
Swedish	10-12	x	131c	121c	American	8-10	xx	10c	9c	Savin	1-1 1/2'	xx	B&B	1.25					
Waukegan	4-6	x	13c	12c	Japanese	4-6	o	10c	9c	Tamarix Savin	10-12"	xx	B&B	1.25					
Savin	6-8	x	20c	171c	Dwarf Japanese	4-6	x	20c	1c	Virginiana	1-1 1/2'	xx	B&B	.85					
Savin	6-8	x	15c	14c	ARBORVITAE					SPRUCE									
Savin	8-10	xx	35c	30c	American	8-10	x	6c	5c	White	1-1 1/2'	xx	B&B	.75					
Savin	10-12	xx	50c	45c	Douglas	8-10	x	15c	14c	Black Hill	1 1/2'	xx	B&B	1.00					
Coast of Maine	4-6	x	15c	14c	Douglas Pyramidal	6-8	x	15c	14c	PINE									
SPRUCE					Globe	6-8	x	14c	13c	Mugho	8-10"	xx	B&B	.90					
White	4-6	o	4c	3c	Globe	4-6	o	11c	9c	Austrian	1-1 1/2'	xx	B&B	1.00					
White	10-12	xx	25c	20c	Hovey	4-6	x	15c	14c	Red or Norway	1 1/2'	xx	B&B	1.25					
Black Hill	4-6	x	6c	5c	Rosenthal	4-6	x	10c	9c	PSEUDOTSUGA									
Norway	4-6	o	21c	11c	Hill's Pyramidal	1-1 1/2'	xx	40c	1c	Pseudotsuga douglassi	1-1 1/2'	xx	B&B	.75					
Norway	6-8	x	8c	7c	Ware	4-6	x	11c	10c	Pseudotsuga douglassi	1 1/2'	xx	B&B	1.00					
Norway	8-10	x	10c	9c	Woodward's	4-6	x	11c	10c	ARBORVITAE									
Norway	10-12	xx	131c	121c	Woodward's	6-8	x	15c	14c	American	1-1 1/2'	xx	B&B	.60					
Norway	12-18	xx	161c	11c	Woodward's	8-10	xx	30c	1c	Hill's Pyramidal	1 1/2'	xx	B&B	.85					
Serbian	4-6	o	41c	31c	Woodward's	10-12	xx	40c	1c	HEMLOCK									
Tigertail	4-6	x	10c	9c	HEMLOCK					Tsuga canadensis	1-1 1/2'	xx	B&B	.85					
					Tsuga canadensis	4-6	xx	131c	12c										

50 of same variety and size at 100 rate; 500 at 1000 rate. 0—Indicates never transplanted. Suitable for bedding out. Each x indicates one transplanting. B&B signifies balled and burlapped.

We allow 3% discount and box free when cash accompanies order.

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